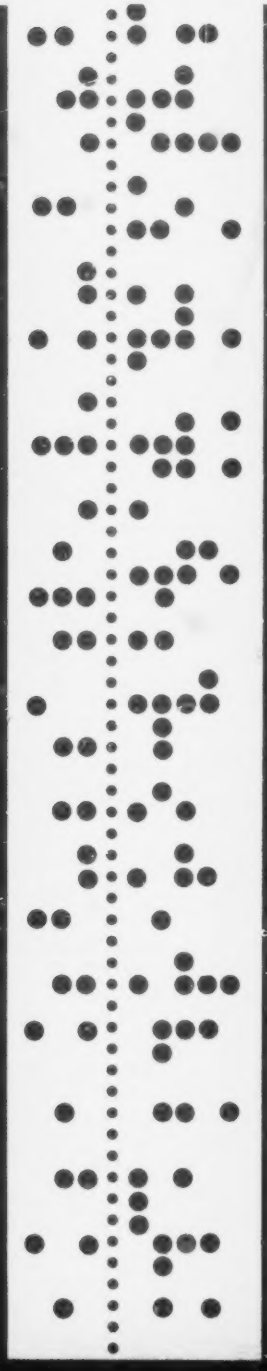
K 9375-2

U.S. Travel Data Center

Survey of State Travel Offices

1979-80



1899
L Street
Northwest
Washington, D.C.
20036

S U R V E Y
O F
S T A T E T R A V E L
O F F I C E S

1979-1980

United States Travel Data Center
Washington, D. C.

November, 1979

Price: Fifteen Dollars

The United States Travel Data Center is the nations's only independent, non-profit research center devoted to travel and tourism. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of America's travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objective, the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with government agencies, private industry and academic institutions with similar purposes and objectives. The Data Center is financed through publication sales, membership dues and research contracts. It is located in Suite 610, 1899 L Street, N.W., Washington, D.C. 20036.

Alfred A. Michaud, Chairman

Dr. Douglas C. Frechtling, Director

© 1979 United States Travel Data Center

TABLE OF CONTENTS

		Page
I.	Preface	i
II.	Summary and Analysis	1
III.	Survey of State Travel Offices	9
	General Administration	9
	Advertising	19
	Budget	29
	General Promotion	55
	Press and Public Relations	63
	Research	75
	Welcome Centers	87
IV.	Index	93

PREFACE

Forty-eight of the fifty states and a number of U.S. territories have offices within government responsible for travel promotion and development. The responsibilities, structure and resources of these offices vary widely, and their impact on the state tourism economy is in many cases quite significant. Moreover, the operations of these state travel offices have proved to be of interest to travel-related businesses, students of government, travel researchers and organizations providing services to governmental units.

The most important need for understanding the variety of state travel development programs, however, is found among the state travel directors themselves. The exchange of information on programs and operations allows the director to compare his/her office with others, learn of new, innovative programs and develop joint solutions to common problems. In 1973, the U.S. Travel Data Center began to survey the operations of the state and U.S. territorial travel offices. This is the seventh annual report in this series.

This report is based upon questionnaires returned to the Data Center by 48 state travel offices and the comparable agencies in the District of Columbia, Hawaii, Maine, American Samoa, Guam, the Northern Marianas and Puerto Rico. These responses provide a detailed picture of the state travel office operations planned for fiscal year 1979-80. The report is designed to be comparable with earlier surveys, although not all questions are repeated every year.

Attempts have been made to clarify vague or unclear responses and to elicit complete replies from each of the offices. The results published herein should be viewed in this light. Questions about individual replies should be directed to the state travel office involved. However, reactions to the format of the report and to the subject matter covered should be transmitted to the U.S. Travel Data Center.

We wish to express our sincere appreciation to all state travel directors who took the time to fill out a somewhat lengthy questionnaire. Their response is an excellent example of cooperation to improve communications within the travel industry, and between the industry and the public.

Suzanne D. Cook, Manager of Survey Research for the U.S. Travel Data Center, supervised this Survey. Yezmin Hernandez, Research Analyst, was responsible for day to day operations.

U.S. Travel Data Center
Washington, D.C.
November, 1979

SUMMARY AND ANALYSIS

In June, 1979, the U.S. Travel Data Center sent questionnaries to the state government travel offices in 48 states, the Washington Area Convention and Visitors Association, and comparable offices in Hawaii, Maine and five U.S. territories.

The questionnaire covered an extensive range of state travel office operations and was intended to meet the informational needs of the state travel directors, as well as interested private industry components. Many of the questions appeared in earlier Data Center state travel office surveys, while some new ones were added and others dropped.

All travel offices with the exception of the U.S. Virgin Islands, returned questionnaires, and this report summarizes the results. An attempt has been made to obtain complete answers for all items, and to make this report as comprehensive as possible. In some cases blanks occur where answers are not available from the respondents. In others, estimates were provided by the states in lieu of actual figures, as a few states are uncertain as yet as to how their funds will be allocated. In most cases, however, complete answers were given, providing a detailed summary of the diversified operations of the state travel offices.

General Administration

Official government agencies responsible for travel development and promotion currently exist in 48 states and five U.S. territories. In Hawaii and Maine, responsibility for travel development rests with privately run, non-profit organizations, the Hawaii Visitors Bureau and the State of Maine Publicity Bureau. In Washington, D.C., travel development is handled by the Washington Area Convention and Visitors Association. The latter, while partially funded by D.C. government revenues, is not part of the government. The services performed and programs administered by the Hawaii Visitors Bureau, the State of Maine Publicity Bureau and the Washington Area Convention and Visitors Association, however, are similar to those of the state travel offices, and thus these three organizations are included in the survey.

In seventeen of the states, the head of the state travel office, or "state travel director," is under the state equivalent of the civil service system.[1] In thirteen travel offices, new

---

[1]The term, "state," is used herein to denote all of the travel offices responding to the survey, whether they are actually part of state governments, or those in territorial goverments, Hawaii, Maine or the District of Columbia.

directors have been appointed since last year. Of these, only two had prior service with the state travel office, both for approximately 3.5 years. Overall, however, state travel directors have held their position for an average of 4.3 years (55), and many had also served in the travel office prior to being appointed director, producing an average length of service in the state travel office of 6.6 years (54).[2]

Forty-five state travel offices report that they currently have a chief assistant to the travel director. Eleven of these assistants have been appointed since last year, while the range in length of service for all assistants is from one month to 20 years (45). The average period of service of the assistant to the travel director is almost 4 years (45), and in 21 states he/she is under the state equivalent of the civil service system.

State travel offices vary widely in the size of their staffs. Staff sizes range from three to 175 full-time employees, for an average of 32 (56) full-time employees per office. Thirty-nine state travel offices also have part-time employees, ranging in number from one to 48 and averaging 14 per office.

In 45 states, the office responsible for travel development is part of another department or agency of the state government. In most cases, this large department also has responsibility for commerce and economic development. The remaining 11 travel offices are independent agencies, usually reporting directly to the governor.

Advertising

Fifty-two states and territories have an individual, usually within the state travel office, responsible for the development of a travel advertising program. Forty-seven travel offices use private advertising agencies, which have been retained for an average of nearly four years. Two states have in-house advertising agencies.

Art, design and layout of advertising materials are the responsibility of a state travel office staff member in 19 states, while in seven states another division of state government either assists the travel office or totally handles this responsibility.

---

[2]The figures in parentheses represent the number of states providing information for computing the estimates of the total or average. For example, 55 states (including territories) reported length of service of directors for an average of 4.3 years.

In 47 states, groups outside the state government, such as travel-related businesses, regional travel organizations and city convention and visitor bureaus, cooperate with the state travel office on advertising programs. Thirty-three states offer matching funds programs for groups cooperating on advertising programs. While there are some limitations, the matching formula is generally 50-50.

In 49 states, advertising is at least partially directed toward stimulating inquiries. Fifty states reported a total of over 8,000,000 inquiries received during 1978, or an average of more than 162,000 each. Forty-eight travel offices have a standard inquiry fulfillment package, which is sometimes varied by ad or season of the year. Thirty-nine states survey such inquiries in an attempt to measure advertising effectiveness, often using coupon conversion studies.

Budget

The size of a travel office's budget is perhaps the best and most visible indication of the amount of state resources allocated to travel promotion and development. The proposed budgets for fiscal year 1979-80 total $98.1 million (54), nearly 16 percent greater than last year's total budget allocations of $84.9 million (54). Not all states, however, will share in this budget growth this year. Forty states anticipate larger budgets than in fiscal 1978-79, 12 states expect lower budgets and two report no change in total funds for travel development compared to the previous year.

Thirty-seven travel offices are funded entirely by state general revenues. Other sources of funding include lodging tax and gasoline tax receipts, hotel and restaurant license fees, membership dues, publication sales and federal grants.

Anticipated 1979-80 budgets range from a low of $237,500 in Nevada to a high of $10,990,364 in New York. New York continues to rank in first place with regard to budget as it did last year, followed by Puerto Rico and Florida. The average state travel office budget for 1979-80 is estimated at $1,815,990, as compared to fiscal year 1978-79 when the average travel office spent $1,571,368 for travel promotion and development.

Forty-seven states report proposed 1979-80 advertising budgets totaling over $30.4 million, or an average of about $647,200 per state. This represents an increase of approximately 13 percent over the 1978-79 average advertising budget of $574,200 (51).

Magazines and newspapers continue to be the preferred media for state travel advertising. Thirty-four states indicate that they have budgeted for magazine advertising and show an average allocation of $223,400, an increase of approximately five percent over last year's average magazine budget of $212,700 (44). In addition, 30 states have budgeted an average of $106,000 for newspaper advertisements. This represents little change from last year, when the average newspaper advertising budget was $105,055 (37).

Nineteen states plan to allocate part of their advertising budget to radio this year. On the average, these states have budgeted approximately $37,300 (19) each for radio advertising, 12 percent less than last year, while 18 states plan to spend an average of $434,100 for television advertising campaigns, a decrease of about eight percent from 1978-79.

Average expenditures budgeted for other items in 1979-80, compared to the previous year, are as follows: total administrative costs up 15 percent to $590,500 (50); printing/distribution up 21 percent to $197,200 (46); promotion up 24 percent to $103,700 (35); press and public relations up six percent to $35,000 (31); research up three percent to $32,800; matching funds programs up 15 percent to $335,000 (30); and welcome center construction and operation up 36 percent to $235,600 (23).

Additionally, the average state travel office plans to spend $13,500 (34) on package tour development, $24,000 (20) on solicitation of conventions, and $16,900 (39) on participation in travel shows, in all cases less than was budgeted for last year. Forty-three states plan to participate in travel shows this year and expect to attend an average of more than eight shows each.

Twenty-three states reported foreign advertising budgets for fiscal 1979-80, averaging $43,200 (23) each, nearly half of which will be directed to the Canadian market. Twenty-one states reported foreign promotion budgets, averaging $32,900 per state, and eight indicated that they would have a foreign press and public relations program.

General Promotion

Forty-nine states currently have a special travel promotion theme or slogan. Eleven of the states use two or more such slogans.

Twelve states report operating a total of 21 out-of-state information centers. Ten states have centers located in New York City, some of which are shared with other nearby states; four states operate offices in Chicago and two centers are operated in both Washington, D.C. and Los Angeles. In addition, 24 states

operate a total of 32 information centers outside the U.S., primarily in Brussels, Belgium; Canada; and West Germany.

Twenty-five states report having one or more toll-free telephone numbers for travel information inquiries, many of which provide recorded messages on gasoline availability. Two other states reported having maintained toll-free numbers during the summer of 1979 to handle inquiries concerning gasoline availability. These have since been terminated.

State travel conferences are planned by 39 states during 1979, sometimes co-sponsored with other groups. These conferences are concentrated primarily in the spring and fall and usually run from one to three days.

Twenty-three states indicate that one or more staff members are assigned to encourage travel-related investment in their states.

Press and Public Relations

Fifty-three state travel offices report that they have a public relations or press information officer, although this position is currently vacant in two of these offices. In 43 states, this person is employed directly by the state travel office.

Most state travel offices indicate that they direct the majority of their publicity to out-of-state audiences (35). The majority (39) also publish a travel-related newsletter, usually either monthly or quarterly, which in about half of these states is distributed to the general public.

All of the states publish travel-related materials which are generally distributed free of charge on an annual basis. In most cases (51), the state travel office publishes a calendar of events, while other publications such as hotel/motel directories, state park/recreation directories and highway maps are usually published by other state agencies. Eight states allow paid advertising in state developed and/or distributed brochures, three fewer than last year.

Forty states have definite plans to conduct press or travel writer tours during 1979, as compared to 36 states which actually conducted such tours the previous year. The number of tours planned for this year range from one to 150 and average approximately 14 per state (40).

Research

Thirty-three states currently have one or more staff members assigned to travel research, and one other state has a full-time

research position now pending. In thirteen of these travel offices, this is a full-time responsibility.

University or college faculty members conduct research for 14 of the state travel offices and in 12 states an employee of another state government agency conducts research for the travel office. Twenty-five states, 11 more than last year, retained private research organizations during the last twelve months, and spent an average of over $27,100 each (22) on such research.

Forty-six states report having a continuing travel data gathering program and two other states are developing such a program this fiscal year. These programs usually involve counts and surveys of welcome center visitors and/or motor vehicle counts. Many travel offices are now also collecting data on visitation at state parks and private attractions.

Twenty-six states report that they received a total of over 470.1 million out-of-state visitors during 1978, or an average of 18.1 million per state. Nineteen states also provided estimates of the total number of travelers to their states during 1978 and showed a total of nearly 625.2 million visitors, or an average of 32.9 million per state.

Forty states also provided estimates of 1978 traveler expenditures, which ranged from a low of $27.4 million to a high of $12.9 billion. In addition, the state travel offices report that the number of jobs directly generated from these traveler expenditures range from 17,300 to 500,000 during 1978 (28). Nine states show indirect employment of from 6,000 to 162,000 during this same year.

Respondents were asked to indicate what they felt were the major problems facing tourism development in their respective states. Thirty-eight state travel directors mentioned energy and/or gasoline availability problems; other problems identified dealt with inflation, lack of funding and a lack of understanding on the part of both citizens and legislators of the economic importance of tourism.

Welcome Centers

Currently, there are highway welcome or visitor information centers in 48 states. Approximately 360 welcome centers and rest areas are now operated by the state travel office or highway department, most of which are permanent facilities. The average state operates a total of approximately eight welcome centers. In addition, in nine states one or more welcome centers are also operated by local Chambers of Commerce or private associations.

Each of these centers employs an average of 4.3 persons, more than two-thirds of which are employed on a full-time basis

(47). Federal funding helps pay welcome center employees in only eight states.

Forty-three states display brochures from commercial establishments in their welcome centers to serve the informational needs of travelers. According to the survey, during 1978 approximately 42.5 million travelers visited welcome centers in the 38 states reporting. This represents an average of over 1.1 million welcome center visitors per state (38).

Comparative Summary

The table below summarizes certain key data indicating the change in state travel office operations over the last three years. The numbers in parentheses show the number of states providing the relevant data in each case.

Advertising continues to be a very important function of the state travel office and receives approximately 36 percent of the average state travel office budget. The table shows that while the average advertising budget grew slightly less than the average total budget for 1978-79 to 1979-80, it has increased 57 percent over 1977-78, as compared to only a 30 percent increase in total budget during this same period. The average budget allocation for printing and distribution of promotional materials rose 21 percent over last year so that it now makes up about 11 percent of the average total budget.

The large number of new directors this year has resulted in no change in the average length of service of the state travel director. The size of the average state travel office, i.e., full-time staff, has grown slightly since last year.

The average number of state operated welcome centers is eight this year, unchanged for 1978-79 or 1977-78.

Additional comparisons of the current Survey with earlier years can be made by examining the Survey of State Travel Offices for 1978-79 ($15.00), 1977-78 ($15.00), 1976-77 ($15.00), 1975-76 ($15.00), 1974-75 ($15.00) and 1973-74 ($10.00), all available from the U.S. Travel Data Center, 1899 L Street, N.W., Washington, D.C. 20036.

	1979-80	1978-79	1977-78
Average total budget	$1,815,990 (54)	$1,571,368 (54)	$1,397,000 (53)
Average total advertising budget	$ 647,200 (47)	$ 574,200 (51)	$ 412,000 (50)
Average printing/ distribution budget	$ 197,200 (46)	$ 162,700 (49)	N/A
Average term of director	4.3 years (55)	4.3 years (54)	4.1 years (53)
Average size of full-time staff	32 (56)	31 (54)	25 (52)
Average number of state operated welcome centers	8 (48)	8 (48)	8 (47)

GENERAL ADMINISTRATION

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
ALA.	Alabama Bureau of Publicity and Information 532 So. Perry Street Montgomery, Alabama 36130 (205) 832-5510	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	6 11 32 4 53		Caroline S. Cavanaugh Director Bureau of Publicity and Information	4 months	4 months	No
ALASKA	Alaska Division of Tourism Pouch E Juneau, Alaska 99811 (907) 465-2010	Prof./Mang. Cler./Sec. Welcome Center TOTAL	5 10 15	4 4	Richard W. Montague Director	4 years 6 months	4 years 6 months	Yes
ARIZ.	Arizona Office of Tourism 1700 W. Washington Room 501 Phoenix, Arizona 85007 (602) 255-3618	Prof./Mang. Cler./Sec. TOTAL	7 16* 23		Mona Smith Executive Director	4 years	4 years 3 months	No
ARK.	Arkansas Department of Parks and Tourism One Capitol Mall Little Rock, Arkansas 72201 (501) 371-7777	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	6 17 37 14 74	4 5 9	Terry Smith Director of Tourism Division	1 month	3 years 6 months	Yes
CALIF.	California Office of Visitor Services P. O. Box 1499 Sacramento, California 95805 (916) 322-1396	Prof./Mang. Cler./Sec. Other (Student Assistants) TOTAL	4 1 5	2 4 6	Rick Lawrance Director	1 year 4 months	1 year 4 months	No
COLO.	Office of Tourism Division of Commerce and Development 1313 Sherman Street Denver, Colorado 80220 (303) 839-3045	Prof./Mang. Cler./Sec. TOTAL	3 2 5		Hal Haney Director Office of Tourism	7 years 6 months	27 years 6 months	Yes
CONN.	Connecticut Department of Economic Development 210 Washington Street Hartford, Connecticut 06106 (203) 566-3385	Prof./Mang. Sales Cler./Sec. Welcome Center Other (CETA) TOTAL	2 1 3 11 17	24 24	Barnett D. Laschever Director of Tourism	5 years 7 months	5 years 7 months	Yes
DEL.	Delaware State Travel Service Division of Economic Development 630 State College Road P. O. Box 1401 Dover, Delaware 19901 (302) 678-4254	Prof./Mang. Cler./Sec. TOTAL	5 3 8		Donald R. Mathewson Manager	6 years 2 months	8 years 2 months	Yes
D.C.	Washington Convention and Visitors Association 1129 20th Street, N.W. Washington, D.C. 20036 (202) 857-5500	Prof./Mang. Cler./Sec. Welcome Center TOTAL	1 1 2 4		Joan Allen Director of Visitor Marketing	2 years	3 years	No
FLA.	Florida Division of Tourism Collins Building Tallahassee, Florida 32301 (904) 488-5606	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	26 7 18 55 106		Edward N. Gilbert Director Division of Tourism	2 months	2 months	No
GA.	Georgia Department of Industry and Trade Tourist Division 1400 W. Omni International P. O. Box 1776 Atlanta, Georgia 30301 (404) 656-3545	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	18 3 8 92 121		Ed Spivia Director Department of Industry and Trade Tourist Division	3 years	11 years 6 months	Yes
HAWAII	Hawaii Visitors Bureau * 2270 Kalakaua Avenue Suite 801 Honolulu, Hawaii 96815 (808) 923-1811	Prof./Mang. Sales Cler./Sec. TOTAL	26 5 44 75		John G. Simpson President	7 years 10 months	7 years 10 months	No
IDAHO	Division of Tourism and Industrial Development Room 108 Capitol Building Boise, Idaho 83720 (208) 384-2470	Prof./Mang. Cler./Sec. TOTAL	5 7 12		Llyod D. Howe Administrator	8 years 6 months	16 years 9 months	No

GENERAL ADMINISTRATION (Continued)

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
ILL.	Illinois Office of Tourism 205 N. Wacker Drive Chicago, Illinois 60606 (312) 793-4732	Prof./Mang. Cler./Sec. Welcome Center TOTAL	12 5 17	 9 9	Sandy Guettler Managing Director	4 years 2 months	5 years 11 months	Yes
IND.	Indiana Tourism Development Division Room 336 State House Indianapolis, Indiana 46204 (317) 633-5423	Prof./Mang. Cler./Sec. Welcome Center TOTAL	7 4 11	 40 40	August M. Hardee Director	1 year 8 months	1 year 8 months	No
IOWA	Travel Development Division Iowa Development Commission 250 Jewett Building Des Moines, Iowa 50309 (515) 281-3401	Prof./Mang. Cler./Sec. Welcome Center TOTAL	5 1 6	 15 15	Richard A. Ranney Director Travel Development Division	5 years 8 months	6 years 2 months	No
KAN.	Kansas Department of Economic Development Travel and Tourism Division 503 Kansas Avenue, 6th Floor Topeka, Kansas 66603 (913) 296-3487	Prof./Mang. Cler./Sec. Welcome Center TOTAL	2 1 3	1 10 11	Harriet J. Lange Director Travel and Tourism	1 year 9 months	8 years 6 months	Yes
KY.	Kentucky Department of Tourism Capitol Annex Frankfort, Kentucky 40601 (502) 564-4930	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	18 1 7 31 57	2 13 15	Hank Lindsey Commissioner Kentucky Department of Tourism	1 month	1 month	No
LA.	Louisiana Office of Tourism Department of Culture, Recreation and Tourism P. O. Box 44291 Baton Rouge, Louisiana 70804 (504) 342-4900	Prof./Mang. Cler./Sec. Welcome Center TOTAL	13 11 41 65	 13 13	Bob LeBlanc Executive Director	7 years 2 months	7 years 2 months	No
MAINE	Maine Publicity Bureau * State House Augusta, Maine 04333 (207) 289-2423	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	9 1 4 4 18	4 10 14	Peter M. Damborg President	1 year 3 months	1 year 3 months	No
MD.	Office of Tourist Development 1748 Forest Drive Annapolis, Maryland 21401 (301) 269-2686	Prof./Mang. Cler./Sec. Welcome Center TOTAL	5 5 7 17		Herman Vogel Director Office of Tourist Development	4 months	4 months	No
MASS.	Department of Commerce and Development Bureau of Vacation/Travel 100 Cambridge Street Boston, Massachusetts 02202 (617) 727-3205	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	3 3 7 1 14	 2* 2	Francis J. Shaw Director Bureau of Vacation/ Travel	9 years 4 months	16 years	Yes
MICH.	Travel Bureau, Michigan Department of Commerce P.O. Box 30226 Fifth Floor - Law Building Lansing, Michigan 48909 (517) 373-0670	Prof./Mang. Sales Cler./Sec. TOTAL	20 8 6 34	 2 2	Jack S. Wilson Director Travel Bureau	5 years	7 years	Yes
MINN.	Department of Economic Development, Tourism Bureau 480 Cedar Street Saint Paul, Minnesota 55101 (612) 296-5027	Prof./Mang. Cler./Sec. TOTAL	4 5 9	 2 2	Hank Todd Assistant Commissioner/ Director	1 year 2 months	6 years	No
MISS.	Mississippi Department of Economic Development P.O. Box 849 Jackson, Mississippi 39205 (601) 354-6715	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	2 1 4 18 25	 16 16	George Williams Director Division of Tourism	3 years	3 years	No

GENERAL ADMINISTRATION (Continued)

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
MO	Missouri Division of Tourism 308 E. High Jefferson City, Missouri 65101 (314) 751-4133	Prof./Mang. Cler./Sec. Welcome Center TOTAL	7 9 9 25	 9 9	Charles Boyd Director	3 months	3 months	No
MONT.	Travel Promotion Unit Department of Highways Helena, Montana 59601 (406) 449-2654	Prof./Mang. Cler./Sec. TOTAL	4 3 7	 1 1	Josephine Brooker Director	4 years 8 months	14 years 3 months	No
NEB.	Division of Travel and Tourism Nebraska Department of Economic Development 301 Centennial Mall South P.O. Box 94666 Lincoln, Nebraska 68509 (402) 471-3111	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	4 1 1 6	 45 1* 46	Richard B. Gartrell Director Division of Travel and Tourism**	2 months	3 years 5 months	Yes
NEV.	Department of Economic Development Capitol Complex Carson City, Nevada 89710 (702) 885-4322	Prof./Mang. Cler./Sec. TOTAL	2 3 5	 	Carol Hawks Deputy Director, Tourism	1 year 6 months	4 years 4 months	Yes
NH	Office of Vacation Travel Division of Economic Development Department of Resources and Economic Development Christian Mutual Building 6 Loudon Road P.O. Box 856 Concord, New Hampshire 03301 (603) 271-2343 (general information) (603) 271-2665 (travel director)	Prof./Mang. Cler./Sec. Other TOTAL	4 3 1 8	 1 1	Norman C. VanderNoot Travel Director	1 year 6 months	1 year 6 months	Yes
NJ	Division of Travel and Tourism P.O. Box 400 Trenton, New Jersey 08625 (609) 292-2470	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	15 6 6 2 29	 1 1	Stephen B. Richer Acting Director	4 months	4 months	No
NM	New Mexico Tourism and Travel Division Commerce and Industry Department Bataan Memorial Building Santa Fe, New Mexico 87503 (505) 827-5571	Prof./Mang. Cler./Sec. Welcome Center TOTAL	4 4 10 18	 2 14 16	David Santillanes, Jr. Director Tourism and Travel Division	2 years 2 months	2 years 2 months	No
NY	Division of Tourism New York State Department of Commerce 230 Park Avenue New York, New York 10017 (212) 949-9297	Prof./Mang. Sales Cler./Sec. TOTAL	10 10 9 29	1 1	Dann H. Lewis Deputy Commissioner Division of Tourism	1 year	1 year	Yes
NC	The Division of Travel and Tourism 430 North Salisbury Street Raleigh, North Carolina 27611 (919) 733-4171	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	14 6 24 8 52	 13 12 25	William Arnold Director	4 years 2 months	4 years 2 months	No
ND	North Dakota State Travel Division Capitol Grounds Bismarck, North Dakota 58505 (701) 224-2525	Prof./Mang. Cler./Sec. Welcome Center TOTAL	3 2 5	 18 18	Eugene Reber North Dakota State Travel Director	2 years 7 months	2 years 7 months	No
OHIO	Ohio Department of Economic and Community Development Office of Travel and Tourism P.O. Box 1001 Columbus, Ohio 43216 (614) 466-8844	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	8 5 5 13	 40 40	Vacant	N/A	N/A	No
OKLA.	Division of Tourism Promotion 500 Will Rogers Building Oklahoma City, Oklahoma 73105 (405) 521-2406	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	15 12 29 1 57	 4 21 25	Ron Acree Director Division of Tourism Promotion	6 months	6 months	No
OREG.	Department of Transportation Travel Information Section 101 Transportation Building Salem, Oregon 97310 (503) 378-6309	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	2 4 11 17	 2 1 3	Victor B. Fryer Manager	7 years 10 months	17 years 3 months	Yes

GENERAL ADMINISTRATION (Continued)

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
PENN.	Bureau of Travel Development Pennsylvania Department of Commerce 206 South Office Building Harrisburg, Pennsylvania 17120 (717) 787-5453	Prof./Mang. Cler./Sec. Welcome Center TOTAL	5 5 27 37	 1 1	Paul R. Decker Director	3 years 7 months	3 years 7 months	No
RI	Rhode Island Department of Economic Development Tourist Promotion Division One Weybosset Hill Providence, Rhode Island 02903 (401) 277-2601	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	4 3 7	 4 1 5	Leonard J. Panaggio Assistant Director Department of Economic Development	27 years 4 months	27 years 4 months	No
SC	South Carolina Department of Parks, Recreation and Tourism - Division of Tourism 1205 Pendleton Street Suite 113 Columbia, South Carolina 29201 (803) 758-2536	Prof./Mang. Sales Cler./Sec. Welcome Center Other TOTAL	27 1 9 44 3 84	 1 12 13	Robert G. Liming Director Division of Tourism	6 months	6 months	No
SD	South Dakota Division of Tourism Joe Foss Building Pierre, South Dakota 57501 (605) 773-3301 (800) 843-1930	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	10 1 5 16	 9 38 48	Bill Honerkamp State Travel Director	6 years 7 months	7 years 5 months	No
TENN.	Tennessee Tourist Development 505 Fesslers Lane Nashville, Tennessee 32110 (615) 741-2158	Prof./Mang. Sales Cler./Sec. Welcome Center Other TOTAL	16 2 17 63 39 137		Irving Waugh Commissioner of Tourism	6 months	6 months	No
TEXAS HWY.	State Department of Highways and Public Transportation* Travel and Information Division 11th and Brazos Streets Austin, Texas 78701 (512) 475-5954	Prof./Mang. Cler./Sec. Welcome Center TOTAL	16.5 4.5 41 62.0	 2 4 6	Tom H. Taylor Director Travel and Information Division	19 years	34 years	No
TEXAS TOUR.	Texas Tourist Development Agency Box 12008 Capitol Station Austin, Texas 78711 (512) 475-4326	Prof./Mang. Cler./Sec. TOTAL	6 6 12		Frank Hildebrand Executive Director	16 years	16 years	No
UTAH	Utah Travel Council Division of Department of Community and Economic Development Council Hall/Capitol Hill Salt Lake City, Utah 84114 (801) 533-5681	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	6 5 3 14	 5 5	Alton V. Frazier Director	10 months	10 months	No
VT	Vermont Travel Division Agency of Development and Community Affairs 61 Elm Street Montpelier, Vermont 05602 (802) 828-3236	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	5 4 5 14	 1 2 3	Donald A. Lyons Director of Travel	17 years 6 months	17 years 6 months	Yes
VA	Virginia State Travel Service 6 North Sixth Street Richmond, Virginia 23219 (804) 786-2051	Prof./Mang. Sales Cler./Sec. Welcome Center TOTAL	10 17 32 59	5 18 23	Marshall E. Murdaugh Commissioner	8 years 1 month	8 years 1 month	No
WASH.	Department of Commerce and Economic Development General Administration Building Olympia, Washington 98504 (206) 753-5610	Prof./Mang. Cler./Sec. Welcome Center TOTAL	6 1 7	 24 24	Joe Zaspel Assistant Director for Travel	6 months	6 months	Yes
WV	Travel Development Division 1900 Washington Street, East Building #6, Room B-553 Charleston, West Virginia 25305 (304) 348-2286	Prof./Mang. Cler./Sec. Welcome Center TOTAL	6 5 27 38	 18 18	Joseph R. Fowler, Jr. Director	3 years	3 years	No
WISC.	Division of Tourism Department of Business Development 123 West Washington Room 650 Madison, Wisconsin 53202 (608) 266-7621	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	8 3 4 15	 6 18 24	Donald A. Woodruff Director	1 month		No

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
WYO.	Wyoming Travel Commission Cheyenne, Wyoming 82002 (307) 777-7777	Prof./Mang. Cler./Sec. Welcome Center TOTAL	5 5 2 12	 1 1 2	Randall A. Wagner Director	2 years	7 years 3 months	No
AMER. SAMOA	Office of Tourism Government of American Samoa P.O. Box 1147 Pago Pago, American Samoa 96799 633-5187 or 633-5188	Prof./Mang. Sales Cler./Sec. Welcome Center Other TOTAL	1 1 1 3 3 9		V. Maaka Nua Director	2 years 9 months		
GUAM	Guam Visitors Bureau P.O. Box 3520 Agana, Guam USA 96910 646-5278 or 646-5279	Prof./Mang. Sales Cler./Sec. Other TOTAL	2 1 2 3 8		Norbert R. Unpingco General Manager	5 years 6 months	10 years	No
NO. MARI.	Marianas Visitors Bureau Saipan International Airport P.O. Box 861 Saipan, CM 96950 67327	Prof./Mang. Cler./Sec. Other TOTAL	3 2 8 13		J. M. Guerrero Managing Director	3 years	3 years	No
PUERTO RICO	Tourism Company of Puerto Rico G.P.O. Box 3N San Juan, Puerto Rico 00936 (809) 754-9292	Prof./Mang. Cler./Sec. Welcome Center Other TOTAL	127 34 8 6 175		Doel R. Garcia Executive Director	2 years 7 months	2 years 7 months	No
VIRGIN ISLANDS	United States Virgin Islands Division of Tourism P.O. Box 1692 St. Thomas, United States Virgin Islands 00801 (809) 774-1331				G. Robert Simmons Director of Tourism			

GENERAL ADMINISTRATION (Continued)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service?	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
ALA.	None	N/A	N/A	Yes	Alabama Development Office	
ALASKA	Terry L. Miller Deputy Director	4 years 6 months	Yes	Yes	Alaska Department of Commerce and Economic Development	We have implemented the use of Word Processing and Administrative Support centers. Thus all divisions of this department fund clerical and administrative positions on whose time they do not have total call. Clerical and administrative support are available on as needed basis to all divisions through this system of resource pooling.
ARIZ.	Jane Moore Assistant Director	4 months	No	No	None	* Nine of these are CETA federal funded employees. Executive Director reports directly to the Governor.
ARK.	Tyler B. Hardeman Assistant Tourism Director	1 month	Yes	Yes	Department of Parks and Tourism	There are four individual divisions under a twelve member commission -- Parks, Tourism, History, and Great River Road. Each has an independent director, who is a member of the Governor's Cabinet. Appropriations are made at Department level with each division receiving a line item allocation of the total.
CALIF.	Beverly Moore Deputy Director	1 year 1 month	No	Yes	Department of Business and Economic Development	
COLO.	Position Abolished	N/A	N/A	Yes	Division of Commerce and Development Department of Local Affairs	
CONN.	Charles Norwood Public Information Supervisor	9 years 7 months	Yes	Yes	Connecticut Department of Economic Development	Tourism Division also administers two one million-dollar state grant programs for Restoration of Historic Assets in Connecticut (for benefit and enhancement of state tourism).
DEL.	None	N/A	N/A	Yes	Department of Community Affairs and Economic Development	
D.C.	None	N/A	N/A	No	None	National Park Service operates visitor information center at Historic Union Station and assists visitors at various sites throughout the city.
FLA.	C. Dean Gaiser Assistant Director	6 years 3 months	No	Yes	Florida Department of Commerce	All media schedule and content approved by Director.
GA.	F. Douglas Weaver Assistant Director	2 years	Yes	Yes	Georgia Department of Industry and Trade	The Department of Industry and Trade includes divisions that promote economic development through tourism and film locations, industrial development and international trade.
HAWAII	Barry L. Adams Senior Vice President Marketing	5 years 10 months	No	No	Department of Planning and Economic Development	* Hawaii Visitors Bureau is a private, non-profit company which, under contract, does all State tourism promotion.
IDAHO	Stephen T. Wilson Economic Development Specialist	1 year 5 months	Yes	Yes	Executive Office of the Governor	Operating policy is established by the Division Administrator. A seven member Advisory Council advises on programs and policies.
ILL.	Marjorie Beenders Assistant Managing Director	4 years 1 month	Yes	Yes	Department of Commerce and Community Affairs	There is a nine member Tourism Advisory Committee-5 public members appointed by the Governor and 4 legislative members (bi-partisan). Committee meets 4 times per year and cooperates in a Travel Industry update report with the Office of Tourism.
IND.	John L. Davy Assistant Director	3 years 7 months	No	No	Indiana Department of Commerce	

GENERAL ADMINISTRATION (Continued)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service?	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
IOWA	David L. Kjolhede Assistant Director	2 years 2 months	No	Yes (Only clerical staff)	Iowa Development Commission	Travel Development Division is one division in the state's economic development agency. A board of 11 commissioners appointed by the Governor sets policy for the whole agency and has final approval over any programs the agency may wish to undertake.
KAN.	Richard Shank Film Services and Publicity	6 months	Yes	Yes	Kansas Department of Economic Development	
KY.	Gerald White Deputy Commissioner	3 years	No	Yes	None	Department includes 4 divisions: Advertising and Publications; Travel Promotion and Media Relations, Tourism Research, and Business Development.
LA.	Will G. Mangham Assistant Director	15 years 1 month	Yes	Yes	Department of Culture, Recreation and Tourism	
MAINE	None	N/A	N/A	No	None	* Responsibility for travel development does not rest with any state agency, but with a privately-run non-profit organization: The Maine Publicity Bureau. Throughout this survey, Maine Publicity Bureau data will be supplied in lieu of state travel office data.
MD.	Vacant Assistant Director	N/A	N/A	Yes	Maryland Department of Economic and Community Development	
MASS.	Paul Spaulding Assistant Director	2 years	Yes	Yes	Department of Commerce and Development	* These are student interns.
MICH.	Bruce E. McComb Deputy Director	1 year 3 months	Yes	Yes	Michigan Department of Commerce	Other Management Personnel: 1) Molly Boelio, Director - Marketing and Promotion, 2) Timothy E. Reardon, Director - Business Development Division, 3) Sanford Horwitz, Manager - Chicago Regional Office, 4) Dale Palmer, Manager - Cleveland Regional Office.
MINN.	Dave Gaitley Assistant Director of Tourism	1 months	Yes	Yes	Department of Economic Development	
MISS.	None	N/A	N/A		Department of Economic Development	
MO.	Jack Plympton Assistant Director	5 years 8 months	Yes	Yes	Department of Consumer Affairs Regulations and Licensing	
MONT.	Garry Wunderwald Assistant Manager	2 years 1 month	No	No	Department of Highways	
NEB.	Diane Johnston Deputy Director	2 months	Yes	Yes	Nebraska Department of Economic Development	*Contract temporary services. **Acting director for four months.
NEV.	Doris Beatty Management Analyst	2 months	Yes	Yes	Department of Economic Development	The enabling legislation for the department mandated industrial development, tourism, and public information; Nevada magazine is another division of the department.
NH	G. Henry Crawford Assistant Director for Advertising James Driscoll Assistant Director for Public Relations	10 years 2 years	Yes	Yes	Department of Resources and Economic Development Division of Economic Development	

GENERAL ADMINISTRATION (Continued)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service?	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
NJ	Charles E. Geter Chief of Operations	3 years 9 months	Yes	Yes	New Jersey Department of Labor and Industry	Tourism in New Jersey was upgraded to Division level (subcabinet) by a 1977 statute, creating the new position of state travel director.
NM	John R. Adams Assistant Director	1 year 1 month	Yes	Yes	New Mexico Commerce and Industry Department	The Director of the Tourism and Travel Division reports to the Secretary of the Commerce and Industry Department, who is a member of the Governor's Cabinet, and responsible for presenting the department's budget to the Legislature.
NY	Preston Locke Assistant Deputy Commissioner	8 months	Yes	Yes	New York State Department of Commerce	
NC	None	N/A	N/A	No	North Carolina Department of Commerce	
ND	Terrance J. Harzinski Assistant Travel Director	2 years 3 months	No	No	North Dakota State Highway Department	
OHIO	None	N/A	N/A	Yes (Only clerical staff)	Department of Economic and Community Development	
OKLA.	Eugene Dilbeck Assistant Director of Tourism Promotion	4 months	No	Yes	Oklahoma Tourism and Recreation Department	The Department is organized into five divisions: Tourism Promotion; Lodges, Parks; Planning and Development; and Administration and Fiscal Affairs. Abe L. Hesser is Executive Director of the Departme... Total Employees (900)
OREG.	Frank Howard Assistant Manager	5 years 9 months	Yes	Yes	Oregon Department of Transportation	The Travel Information Section reports to Assistant Director for Intergovernmental and Public Affairs, who reports to the Director of the Department of Transportation.
PENN.	Stanley R. Beiter, Jr. Assistant Director	2 years 4 months	No	No	Pennsylvania Department of Commerce	
RI	Robert E. Wilcox Publicity Specialist	7 months	No	No (Except part-time)	Department of Economic Development	
SC	Marion Culp Assistant Director Director	5 years	No	No	South Carolina Department of Parks, Recreation and Tourism	
SD	Mark A. Young Assistant State Travel Director	3 years 10 months	No	Yes	Department of Economic and Tourism Development	The Department of Economic and Tourism Development includes the Tourism Promotion and Industrial Promotion division.
TENN.	Kathleen Wilson Deputy Commissioner	6 months	No	No	None	The Tennessee Department of Tourism has cabinet status - - and was the first to have a Commissioner of Tourism.
TEXAS HWYS.	Willis Albarado Director Travel Services	20 years	No	No	Travel and Information Division, State Department of Highways and Public Transportation	*Also see separate response of the Texas Tourist Development Agency. The Texas travel and tourism program is shared by two separate, complementary state offices. The State Department of Highways and Public Transportation is responsible for operating the state's 11 highway tourist bureaus, production of the state's family of printed travel literature, response to all tourist mail inquiries including media advertising coupons generated by our associate state agency, production of highway travel information exhibits (InfoBords) located in 84 highway rest areas, production-distribution of travel-oriented audio visuals, and compilation-publication of the state's annual survey of tourist visitors from out-of-state.

GENERAL ADMINISTRATION (Continued)

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service?	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
TEXAS TOUR.	John F. Spragins Director of Programs	9 years 6 months	No	No	N/A	The State Department of Highways & Public Transportation has major responsibility for tourist development through its travel and information division. Although a separate State agency, its program is closely coordinated with ours.
UTAH	Milton R. Jolley Assistant Director	12 years 5 months	No	Yes (Only eight)	Department of Community and Economic Development	
VT	David Kaufman Administrative Assistant	1 year 9 months	No	Yes	Agency of Development and Community Affairs	
VA	Daniel C. Bartges, Jr. Assistant Commissioner	4 years	No	No	Department of Conservation and Economic Development	We have a Board of Conservation and Economic Development (Policy) and a Travel Advisory Committee (Advice).
WASH.	Peter Annas	1 month	Yes	Yes	Department of Commerce & Economic Development	
WV	Arlene Dodd Assistant Director	3 years	No	No	Governor's Office of Economic and Community Development	
WISC.	Don Hiva Assistant Director	1 year 9 months	Yes	Yes	Department of Business Development	Last year we had the Department of Business Development which includes the Division of Tourism, the Division of Business Services, the Office of Minority Business and the Research Section.
WYO.	Clyde H. Douglass Assistant Director	2 years	No	No	None*	*We are an autonomous agency within the executive branch. There is a five member public board of Commissioners appointed by Governor.
AMER. SAMOA						
GUAM	Joseph B. Cepeda Deputy Manager	2 months	No	No	None	Other employees consist of: Community Programs Coordinator, Japanese Programs Coordinator, Publicity Specialist, and Executive Secretary.
NO. MARI.	None	N/A	N/A	No	None	Through the enabling legislation, the general responsibility of the Marianas Visitor Bureau rests in the hands of nine Board of Directors (five appointed by the Governor and four elected from the general membership). They in turn hired the Managing Director who oversees the day-to-day-affairs of the Bureau and reports to the Board on their monthly meeting.
PUERTO RICO	Pedro De Aldrey Deputy Director	2 years	No	No	None	

ADVERTISING

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
ALA.	None	Steiner & Bressler 11 West Oxmoor Road Birmingham, Alabama 35209	4 months	No	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus
ALASKA	Robert M. Dindinger Marketing Coordinator	Fawcett, McDermott, Cavanagh Honolulu, Hawaii 96817	4	No	None	Travel-related businesses, State travel organ., City C. & V. bureaus, Others
ARIZ.	Mona Smith Executive Director	Taylor-Harwood Advertising 1507 Home Federal Savings Tower Tucson, Arizona 85701	1	No	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus
ARK.	Terry Smith Director	Woods Brothers Agency 1001 W. Markham Little Rock, Arkansas 72201	1	Yes	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus Middle South Services Ozarks Regional Commission Travel South
CALIF.	Rick Lawrance Director	None	N/A	No (Office makes use of other existing state resources)	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus
COLO.	Hal Haney Director	Broyles, Allebaugh & Davis 31 Denver Technical Center Denver, Colorado 80110	40	No	None	Regional travel organizations City convention and visitor bureaus
CONN.	Anthony A. Davenport Director of Communications	None	N/A	Yes	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus
DEL.	Jan Peddrick Travel Representative	James Rose Advertising 906 Orange Street Wilmington, Delaware 19735	1	Yes	None	Travel-related businesses Various travel related Trade Associations
D.C.	None	None	N/A	No	None	Travel-related businesses Hotel Association Attraction Association
FLA	Edward N. Gilbert Director	Mike Sloan, Inc. 101 S.W. 15th Road Miami, Florida 33129	3 months	No	None	Travel-related businesses City convention and visitor bureaus Special emphasis with Airlines
GA	Ed Spivia Director	Rafshoon Advertising Beta Building Two Northside 75 Atlanta, Georgia	6	No	None	Georgia Association of Broadcasters (public service announcements on radio)
HAWAII	Barry L. Adams Senior Vice President-Marketing	Milici/Valenti Advertising, Inc. 700 Bishop Street Honolulu, Hawaii 96813	9	No	None	Travel-related businesses
IDAHO	Lloyd D. Howe Administrator	Cline, Inc. Box 1399 Boise, Idaho 83701	6	No	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus
ILL.	Sandy Guettler Managing Director	Hackenberg, Normann Krivkovich Partners 333 North Michigan Avenue Chicago, Illinois 60601	3	No	None	Regional travel organizations (To be initiated in 1979 through grant-in-aid program.)

ADVERTISING (Continued)

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
IND.	Denise Ridenour Communications Specialist	Keller-Crescent, Inc. Evansville, Indiana	1	No	Management Support Group	None
IOWA	Kyle McGonigle Marketing & Sales Coordinator	Fultz, LaCasse & Associates 727 East 2nd Des Moines, Iowa	2	Yes	None	Regional travel organizations
KAN.	Harriet J. Lange Director	None	N/A	No	None	Regional travel organizations (5 states in the Ozarks Regional Commission)
KY	Marriane Kohler Advertising Coordinator	Carolyn Beauchamp Louisville, Kentucky	3	Yes	None	Regional travel organizations City convention and visitor bureaus Department of Parks
LA	Gene Cretini Director of Communications	Byrne, Storey & Associates 431 Gravier Street New Orleans, Louisiana 70130	6	No	None	Regional travel organizations City convention and visitor bureaus
MAINE	Bruce Tayor Vice President Travel Marketing	None	N/A	No	None	None
MD	Herman Vogel Director	VanSANT Dugdale & Co., Inc. 1 North Charles Street Baltimore, Maryland 21218	3 months	No	None	None at this time but cooperative advertising will be investigated.
MASS.	Francis J. Shaw Director	Provandie & Chirurg, Inc. The Pilot House, Lewis Wharf Boston, Massachusetts 02210	7	No	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus
MICH.	Molly Boelio Director, Marketing & Promotion Division	Ross Roy, Inc. 2751 East Jefferson Detroit, Michigan 48207	6	Yes	None	Regional travel organizations City convention and visitor bureaus
MINN.	Hank Todd Assistant Commissioner/ Director	Martin/Williams, Inc. Minneapolis, Minnesota	New	No	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus
MISS.	Mike Martinson Account Executive Dobbs-Maynard Co.	Dobbs-Maynard Co. Jackson, Mississippi 39205	4	No	None	Regional travel organization
MO	Charles Boyd Director	Barrett-Yehle, Inc. Kansas City, Missouri	1	Yes	None	None
MONT.	Josephine Brooker Director Frank Holub Account Executive	Sage Advertising P.O. Box 1142 Helena, Montana 59601	11	No	None	Regional travel organizations Ski area operators
NEB.	Richard B. Gartrell Director	Miller Friendt Ludemann, Inc. 801 South 48th Street Lincoln, Nebraska 68510	1 month	Yes (Partial staff)	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus
NEV.	John Buchanan Director Carol Hawks Deputy Director	Reber, Glenn & Marz 1733 E. Plumb Lane Reno, Nevada 89502	4	No	Nevada magazine (If assigned)	None

ADVERTISING (Continued)

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
NH	G. Henry Crawford Assistant Director for Advertising	Ingalls Associates 137 Newbury Street Boston, Massachusetts 02116	10 (Not consecutive)	No	None	Travel-related businesses Regional travel organizations
NJ	Harvey Victor Vice President (tourism account executive)	Keyes Martin 841 Mountain Avenue Springfield, New Jersey 07081	3	Yes	None	Travel-related businesses Regional travel organizations (intrastate) City convention and visitor bureaus
NM	David Santillanes, Jr. Director	Delgado Advertising & Public Relations P.O. Box 1906 Santa Fe, New Mexico 87501	3	No	None	Regional travel organizations City convention and visitor bureaus
NY	Dann Lewis Deputy Commissioner	Wells, Rich & Greene 767 - 5th Avenue New York, New York 10022	2	No	None	Regional travel organizations City convention and visitor bureaus Major carriers County Promotion Offices
NC	William Arnold Director	McKinney, Silver & Rockett, Inc. 333 Fayetteville Street Raleigh, North Carolina 27611	3	Yes	None	None
ND	Eugene Reber Director	Candee, Saueressig Advertising & Marketing 118 North 3rd Bismarck, North Dakota 58501	2	No	None	Regional travel organizations City convention and visitor bureaus Resource conservation & development offices
OHIO	Office of Travel and Tourism	In-house agency	4 1/2	No	Communications	None
OKLA.	Ron Acree Director	Gordon-Kietzman, Dennis, Inc. 1330 Classen Oklahoma City, Oklahoma 73106	2	Yes (Internal Publications)	None	Multicounty organizations
OREG.	Victor B. Fryer Manager	Petzold & Associates, Inc. 1800 South West 1st Portland, Oregon 97201	2	No	Graphic Unit Oregon Department of Transportation	Travel-related businesses Regional travel organizations
PENN.	Paul R. Decker Director	Ketchum MacLeod & Grove 4 Gateway Center Pittsburgh, Pennsylvania 15222	Retained July 20, 1979	No	None	Regional travel organizations City convention and visitor bureaus Tourist promotion agencies
RI	Leonard J. Panaggio Assistant Director Department of Economic Development	Horton, Church & Goff 800 Turks Head Building Providence, Rhode Island 02903	6	No	Public Information	Travel-related businesses City convention and visitor bureaus
SC	Robert G. Liming Director	Leslie Advertising Agency P.O. Box 6168 Greenville, South Carolina 29607	Effective July 1, 1979	Yes	None	None
SD	Bill Honerkamp State Travel Director	Lawrence and Schiller Advertising 607 West 33rd Street Sioux Falls, South Dakota 57105	September 19, 1979	No	Division of Printing and Purchasing*	Travel-related businesses Regional travel organizations City convention and visitor bureaus
TENN.	Irving Waugh Commissioner	Eric Ericson and Associates 2416 Hillsboro Road Nashville, Tennessee	3 months	Yes	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus

ADVERTISING (Continued)

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
TEXAS HWYS.	N/A*	N/A*	N/A*	Yes	None	N/A*
TEXAS TOUR.	Frank Hildebrand Executive Director	Neil Spelce Associates/MSL, Inc. Box 1905 Austin, Texas 78767	4	No	(See Texas Department of Highways)	Travel-related businesses Regional travel organizations City convention and visitor bureaus
UTAH	None	Harris & Love 19 East 2nd South Salt Lake City, Utah 84111 Gardiner Advertising Agency 56 West Fourth South Salt Lake City, Utah 84110	6 New	No	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus
VT	Donald A. Lyons Director	In-House 61 Elm Street Montpelier, Vermont	7	Yes	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus Other state agencies
VA	John M. Goodwin Director of Advertising	Stuart Ford, Inc. 117 East Cary Street Richmond, Virginia 23219	3 months	No	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus
WASH.	Joe Zaspel Assistant Director for Travel	Ricks/Ehrig 4th and Vine Building Seattle, Washington 98121	1	No	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus
WV	Eric Peters Acting Director Advertising/Communications Division	Fahlgreen & Ferris, Inc. P.O. Box 1628 Parkersburg, West Virginia 26101	2	Yes*	Advertising/Communications*	Travel-related businesses Regional travel organizations City convention and visitor bureaus State Parks Division State Highway Department
WISC.	Donald A. Woodruff Director	Bozell & Jacobs 735 North Water Street Milwaukee, Wisconsin 53202	2	No	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus Non-profit tourism organizations
WYO.	Randall A. Wagner Director	Bryan, Bryan & Black Advertising/Public Relations P.O. Box 10236	3	Yes	None	Travel-related businesses Regional travel organizations Co-operatives with private and public funded travel marketing and economic development organizations.
AMER. SAMOA	V. Maaka Nua Director	None	N/A	Yes	None	South Pacific (local) Air Ways Samoa Tours & Travel, Samoan Holiday Pago Pago Tours
GUAM	Pilar Laguana Promotion Specialist	Dailey & Associates 574 Pacific Avenue San Francisco, California 94133	1	Yes	None	Travel-related businesses Regional travel organizations City convention and visitor bureaus

ADVERTISING (Continued)

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
NO. MARI.	Managing Director and Advertising Committee	Glimpses of Guam, Inc. P.O. Box 3191 Agana, Guam 96910	3	No	None	Travel-related businesses
PUERTO RICO	Pedro de Aldrey Deputy Director	Tromson Monroe Advertising and Public Relations 40 East 39th Street New York, New York 10017	2	No	None	Travel-related businesses

ADVERTISING (Continued)

State	7. Does State Have a Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula?	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	11. Number of Inquiries Received in 1978	12. Do You Have A Standard Inquiry Fullfillment Package?
ALA.	No	N/A	Yes	Yes*	78,168 (tourists only) (Approximately)	Yes
ALASKA	Yes	50/50 (For grant programs)*	Yes	Yes	300,000	Yes
ARIZ.	Yes	Determined on population ratio basis.	No	No	173,342 (General)	Yes
ARK.	Yes	2 for 1	Yes	Yes	101,635	Yes
CALIF.	No	N/A	No	No	23,252	Yes
COLO.	No*	N/A	Yes	Yes**	260,000	Yes
CONN.	Yes	Varies with individual enterprises.	Yes	No	450,000 (Approximately)	Yes
DEL.	Yes	50/50	Yes	Yes*	32,000	Yes
D.C.	No	N/A	N/A*	N/A*	166,480	N/A*
FLA.	No	N/A	Yes	Yes*	275,000	Yes
GA	No	N/A	Yes	Yes*	171,630 (fiscal year 1978)	Yes
HAWAII	Yes	50/50	No	No	N/A	Yes
IDAHO	No	N/A	Yes	No	60,398	Yes
ILL.	Yes	60%-State 40%-Local	Mixed	Yes*	N/A	Yes (Each ad has specialized package)
IND.	Yes	State can match up to 50% of cost of promotion project.	Yes	No	10,549	Yes*
IOWA	Yes	50/50 Hard Match	Yes	Yes*	12,000	Yes
KAN.	No	N/A	N/A*	N/A	26,000	Yes
KY	Yes	50/50	Yes	Yes*	150,000	No
LA	No	N/A	Yes	No	179,024	Yes
MAINE	Yes	50/50 up to $200,000 per year.	Yes	No	63,581	No
MD	Yes	50/50	Yes	No	Unknown	Yes
MASS.	Yes	50/50	Yes	Yes*	82,000	Yes
MICH.	Yes	Varies	Yes	Yes*	333,676	Yes
MINN.	Yes	50/50	Yes	Yes*	101,000	Yes
MISS.	Yes	50/50	Yes	Yes*	325,000	No
MO	No	N/A	Yes	Yes*	112,846	Yes
MONT.	No	N/A	Yes	Yes*	234,154	Yes
NEB.	No	N/A	Yes	Yes*	26,067	Yes
NEV.	Yes (Special Appropriation)	50/50 for first 2/3 money; 2/1 for last 1/3.	Yes	Yes	58,700 (Approximately)	Yes
NH	Yes (For some programs)	50/50	Yes	Yes*	11,000	Yes
NJ	No	N/A	Yes	Yes*	60,000 (Approximately)	Yes
NM	Yes	50/50	Yes	Yes*	152,998	Yes

State	7. Does State Have a Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula?	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	11. Number of Inquiries Received in 1978	12. Do You Have A Standard Inquiry Fullfillment Package?
NY	Yes*	No set formula	Yes	Yes	1,000,000	Yes**
NC	Yes	50/50 basis with maximum $5,000 per project	Yes (Partially)	Yes*	More than 400,000	Yes
ND	Yes	50/50*	Yes	Yes**	35,000	Yes
OHIO	No	N/A	Yes	No	75,000	Yes
OKLA.	Yes	Reimbursement of 1/2 of allowable tourism promotion expenses. Total amount of reimbursement appropriated by Legislature.	Yes	Yes*	53,098 (fiscal year 1979)	No
OREG.	No	N/A	Yes (Partially)	Yes*	82,628	No
PENN.	Yes	50/50 to degree allowed by total legislative appropriation.	Yes	Yes*	67,815 (Mail)	Yes
RI	Yes	Each request is negotiable.	Yes	No	98,000	Yes
SC	Yes	Based upon available funds and merits of project.	Yes	Yes*	267,000	Yes
SD	No	N/A	Yes	Yes**	157,355	Yes
TENN.	Yes	50/50 maximum $25,000	Yes	Yes*	98,000	No
TEXAS HWYS.	No	N/A	Yes* (Partially)	N/A*	247,255	Yes
TEXAS TOUR.	No	N/A	Yes (Partially)	Yes*	114,362 (Fiscal year 1978)	Yes
UTAH	Yes	50/50	Yes	Yes*	97,377 (Inclusive)	Yes
VT	Yes	50/50 limited participation	Yes	Yes	91,000 (Mail only)	Yes*
VA	No	N/A	Yes*	Yes**	1,068,133	Yes
WASH.	Yes	It varies	No	Yes	Unknown	Yes
WV	Yes	Regional Travel Councils, $3,181 per County. 55 Counties 90/10.	Yes	Yes**	9,442	Yes
WISC.	Yes	Up to 50% for nonprofit organizations.	Yes	Yes*	43,000	Yes
WYO.	No (Planning one for fiscal year 81-82 subject to legislative approval.)	N/A	Yes (Also to stimulate general awareness)	Yes**	70,000	Yes
AMER. SAMOA	No	N/A	Yes	Yes		
GUAM	No	N/A	Yes	No	2,852	Yes

State	7. Does State Have a Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula?	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	11. Number of Inquiries Received in 1978	12. Do You Have A Standard Inquiry Fullfillment Package?
NO. MARI.	No	N/A	No	No	• 1,279	Yes
PUERTO RICO	Yes	50/50 (Most of the time)	Yes	No	Unknown	Yes

State	13. Additional Comments
ALA.	*Inquiries are tallied and tabulated on a monthly basis.
ALASKA	*There is no formula for State funds allocated to the cooperative marketing program. The State-Administered marketing program is jointly-funded by the Division of Tourism (DOT) and by the private sector of the Alaska visitor industry, represented by the Alaska Visitors Association Marketing Council (AVAMC). The program includes: destination advertising, production/printing of collateral materials, fulfillment, research, consumer/trade travel shows, fam tours, foreign market development, publicity, in-state awareness.
ARIZ.	Advertising Program is based on the concept, Arizona Fulltime, a long-range planning process designed to encourage year 'round utilization of all of Arizona's tourism facilities.
ARK.	Economic Impact is determined from tax tapes, demographic data from annual Tourist Information Center survey cards, Corp of Engineers, and State Park Surveys. Advertising under control of the Travel Director. Generally 2/3 of advertising appropriation goes for media and production.
CALIF.	We do not buy any advertising time or space. However, we work with selected publications in developing "Advertorial" sections, supplements, etc, about California. Such efforts are underwritten by private sector advertising purchases. A Conversion Study is being developed to evaluate our Visitor Inquiry Program and our inquiry packages which include information from other state and private sources (i.e. Visitor and Convention Bureaus, Chambers, Tour Operators, Attractions, etc.) in addition to a state map and resource listing provided by our office.
COLO.	*A bill was introduced for a matching funds program but it failed. ** We do regular conversion studies on all our ads by medium. This includes cost per inquiry, cost per arrival and cost per tax dollar invested compared to tax dollars received.
CONN.	We increased our newspaper advertising in the New York Metropolitan Area in June in response to the gasoline crisis, using the theme "Just a Tankful Away." The special ad program continued through the summer. We also introduced WATS line service within the state and for our primary out-of-state market.
DEL.	*Plans call for a conversion factor to evaluate the effectiveness of advertising. Delaware is beginning its first advertising program in a decade.
D.C.	*At the present budget level no advertising is planned and inquiries received due to publicity far exceed our capacity to reply.
FLA.	*Surveys are made on both write-ins and coupons to determine conversion.
GA	*Conversion studies are undertaken periodically to evaluate effectiveness of advertising campaigns. Regional mailing lists of respondents are compiled and sent to local area for follow-up.
ILL.	*Advertising effectiveness study questionnaires are sent to random sampling of advertising respondents to determine the following: was trip taken as result of ad/fulfillment pieces; how many days/nights were spent in Illinois; type of accommodations; reaction to gasoline shortage; was gasoline availability a problem; and general demographics.
IND.	*It can be varied for special interest requests.
IOWA	*Because of lack of funding, the division did not buy any media last year. However, we did provide ads to Iowa papers and PS spots to radio and TV to be used whenever possible. Some magazines also listed our address in their publications. These were coded with a ficticious name or department number to help staff evaluate what publication generated the request.
KAN.	*Only $20,000 was budgeted in 1978 for advertising in the Kansas Department of Economic Development. The only tourism advertising (very minimal) was in conjunction with special projects.
KY	*Coupon conversion survey is conducted periodically.
MASS.	*Each inquiry receives a postcard which allows them to comment on their vacation plans and the vacation kit.
MICH.	*We conduct Periodic Market Analysis surveys.
MINN.	*To evaluate advertising effectiveness, random sample surveys are done to determine if individuals traveled to Minnesota, the usefulness of our publications, the number in the party, the length of stay, and expenditures as well as other related data.
MISS.	*We do manual tabulation of origin, interests, and destination.
MO	*Inquiries are selected by random sample and questionnaires are sent to survey the motivations of the persons who actually took a trip.
MONT.	*Conversion study conducted on summer and winter advertising. Questionnaires sent to certain percentage of inquiries.
NEB.	*Biennial Inquiry-Conversion Study entitled "Nebraska Travel Information Survey" (Year involved 1978 covering requests made in 1977).
NEV.	We send out Fun Kits and Discover Nevada.
NH	*While we would like to do surveying more frequently, costs and budget have limited our efforts. This year, a team from the University of New Hampshire did a preliminary study which we expect to continue in the future to get more accurate convention rates.
NJ	*Ads are keyed for data and placement to evaluate volume and "duration" of responses.
NM	*Advertising, both stimulates inquiries and educates, promoting a more accurate image of New Mexico. Spot surveys of telephone inquiries and reader service inquiries are being done until system is modified to allow sampling of all inquiries.

State	13. Additional comments
NY	*Matching funds exist for regional and county non-profit organization, and county promotion groups. ** The inquiry fulfillment package varies with season and ad to which they are responding.
NC	*Basic conversion study formulas are employed periodically to determine effectiveness of the ad campaign. The state's ad campaign is designed to stimulate inquiries from immediate potential visitors (short-range) and to enhance perception of the state as a vacation destination generally (long-range).
ND	*For our Canadian Programming, the matching formula is 3 state dollars to every local dollar, not to exceed $750 in State match-no soft match. **To evaluate advertising effectiveness a systematized random sampling of all inquiries provides a survey list of about 2500 names. Those names are then sent a questionnaire regarding advertising, vacation planning, perception and conversion.
OKLA.	*Random conversion studies are made to determine impact of advertising program. We have a saturation advertising plan to be followed this year.
OREG.	*Most years an advertising coupon conversion study is done. We conducted an in-depth survey of all respondents to our advertisement to determine effectiveness of the ad and the expenditures of those who visited.
PENN.	*Inquiries analyzed by number, origin, media, type and specific publication/station, by code. Cost per inquiry is determined to identify best media/specific publications or stations. Matching funds program is not for advertising only.
SC	*A questionnaire is sent to a select sample of those sending in inquiries as a result of an ad.
SD	*Advertising is mostly done by Lawrence and Schiller advertising. **We do detailed analyses by: inquiry counts, conversion ratios, cost-per-converted inquiry, and inquiry origins by Zip and State.
TENN.	*Department does a conversion study to determine how many people who requested information actually visited the State. Three page questionnaire with 32 questions is sent to a sampling. Its response rate is approximately 45%.
TEXAS HWYS.	*See separate response of the Texas Tourist Department Agency.
TEXAS TOUR.	*Annual conversion study is conducted in-house to determine relative effectiveness of media, and general return-on-investment data.
UTAH	*Inquires are surveyed on a periodic basis; spot checks are done through advertising conversion studies on magazines, audience surveys and focus groups for broadcast. Spring, summer and fall advertising is the responsibility of one agency, Harris and Love. Our winter program deals heavily in matching funds from the private sector, and is handled as a separate program by the Gardiner Advertising Agency.
VERMONT	*We have two different fulfillment packages, one for summer-fall and one for winter. Annual survey ascertains economic data and visitor profile; spot interviews are also held during the year to determine additional data.
VA	*Also directed toward strengthening awareness of Virginia. This is important to our objective. **Inquiries are recorded for CPI studies and conversion ratio studies.
WASH.	The ads are all coded for identity.
WV	*Joint responsibility between Advertising and Communications Division and Travel Development. **By use of coding system in address, we determine how many responses we receive from each media publication in which our advertisment appears. We also pinpoint marketing areas based on the number of responses received from a given area.
WISC.	*Inquiries are evaluated by the Advertising Agency.
WYO.	*Advertising is directed as follows: 60% summer, 20% fall, 5% winter, 15% co-operatives. **Generally conduct conversion studies in alternate years.
GUAM	Japan Advertising is being handled by the following: Dentsu, International, 11, 1-chome Tsukiji, Chuo-ku, Tokyo 104, Japan; and Hakuhodo, Inc., Second Division, Shin Kokusai Building, 7th Floor, 3-4-1 Marunouchi, Chiyoda-ku, Tokyo, 100 Japan.

BUDGET

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1978-79	Rank	3. Total Budget for Fiscal Year 1979-80	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
ALA.	October 1	$1,507,315	20	$1,889,849	19	No	Lodging Tax Receipts	72%	4% state general sales tax 1% state specific tax on lodging
ALASKA	July 1	1,666,500 (State of Alaska General Fund) (348,400)*	18	2,026,400 (State of Alaska General Fund) (538,600)*	17	Yes	N/A	N/A	None
ARIZ.	July 1	1,100,300	28	1,232,600	29	Yes	N/A	N/A	3% state general sales tax
ARK.	July 1	2,090,590	14	2,229,811	15	Yes	N/A	N/A	3% state general sales tax
CALIF.	July 1	320,188	47	487,930 (Proposed)	46	Yes	N/A	N/A	6 to 10% state general sales tax
COLO.	July 1	818,112	31	791,000*	36	Yes	N/A	N/A	3% state general sales tax
CONN.	July 1	416,393	45	416,290	48	Yes	N/A	N/A	7% state general sales tax 7% state specific tax on lodging
DEL.	July 1	77,000	54	467,100	47	Yes	N/A	N/A	6% state specific tax on lodging
D.C.	October 1	653,000	35	600,000 (Estimated)	41	No	Business Community-$431,000 District Government-$98,000	83% (Approximated) 17%	8% state specific tax on lodging (Plus $.80 room tax per night except complimentary and/or contracted rooms.)
FLA.	July 1	4,116,557	3	4,792,142	3	Yes	N/A	N/A	4% state general sales tax 2% state specific tax on lodging (6 counties only)
GA	July 1	2,879,251	7	2,504,918	13	Yes	N/A	N/A	3% state general sales tax 3% local option tax on lodging*
HAWAII	July 1	2,955,760	6	3,048,760	9	No	Membership-$800,000 Miscellaneous-$167,300	32%	4% state general sales tax
IDAHO	July 1	549,600	38	540,500	42	Yes	N/A	N/A	3% state general sales tax 3% state specific tax on lodging
ILL.	July 1	1,563,760	19	2,205,500	16	No	Tourism Promotion Fund (10% of Hotel and Motel tax receipts)*	100%	5% state specific tax on lodging
IND.	July 1	543,030	39	509,039	44	Yes	N/A	N/A	None
IOWA	July 1	315,848	48	347,960	51	Yes	N/A	N/A	3% state general sales tax 1 to 7% tax on lodging (Local option)
KAN.	July 1	281,175	50	413,000	49	No	Federal Funds EDA, OBC	29%	3% state general sales tax* 2% state specific tax on lodging (In some cities and counties)

BUDGET (Continued)

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1978-79	Rank	3. Total Budget for Fiscal Year 1979-80	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
KY	July 1	$ 2,669,900	10	$ 2,714,800	11	Yes	N/A	N/A	5% state general sales tax 0 to 3% state specific tax on lodging (Local option)
LA	July 1	2,199,098	13	2,450,724	14	Yes	N/A	N/A	3% state general sales tax
MAINE	January 1	296,628 (1978)	49	618,000 (1979)	39	No	Memberships in Publicity Bureau from private sector	50%	5% state general sales tax
MD	July 1	865,326	30	1,796,420	21	Yes	N/A	N/A	5% state general sales tax
MASS.	July 1	1,250,000 ($750,000 promotional and $500,000 matching grants)	25	1,250,000 ($750,000 promotional and $500,000 matching grants)	28	Yes	N/A	N/A	5% state general sales tax 6% state specific tax on lodging
MICH.	October 1	3,701,019	4	4,484,400	5	No	Some federal grants (Upper Great Lakes Regional Commission)	3%	4% state specific tax on lodging
MINN.	July 1	1,312,000	23	1,271,500	27	Yes	N/A	N/A	4% state general sales tax
MISS.	July 1	1,426,443	22	1,309,484	25	No	Federal Anti-recession Funds $145,000 (One year only)	10%	5% state general sales tax
MO	July 1	1,192,099	26	1,186,061	30	Yes	N/A	N/A	3% state general sales tax
MONT.	July 1	649,463	36	606,935	40	No	State gas tax	100%	None
NEB.	July 1	277,000*	51	344,229**	52	Yes	N/A	N/A	3% state general sales tax
NEV.	July 1	276,977	52	237,500	54	Yes	N/A	N/A	3% state general sales tax (Room tax in Washoe, Clark, and Churchill Counties)
NH	July 1	502,859	41	912,427 (Excluding overhead cost)	34	Yes	N/A	N/A	6% state specific tax on meals and lodging
NJ	July 1	1,500,000	21	1,351,785	24	No	Unemployment Insurance Auxiliary Fund	100%	5% state general sales tax
NM	July 1	815,000	32	914,000	33	Yes	N/A	N/A	4% state general sales tax
NY	April 1	10,704,327	1	10,990,364	1	Yes	N/A	N/A	4% state general sales tax
NC	July 1	2,272,908	12	3,306,916	6	Yes	N/A	N/A	4% state general sales tax
ND	July 1	641,601	37	709,897	38	No	Motor gasoline tax receipts	100%	3% state general sales tax
OHIO	July 1	461,700	44	775,000	37	Yes	N/A	N/A	4% state general sales tax
OKLA.	July 1	1,668,441	17	1,953,204	18	Yes	N/A	N/A	2% state general sales tax
OREG.	July 1	543,000	40	950,000	32	Yes	N/A	N/A	None
PENN.	July 1	2,998,375	5	4,758,650	4	Yes	N/A	N/A	6% state general sales tax

BUDGET (Continued)

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1978-79	Rank	3. Total Budget for Fiscal Year 1979-80	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
RI	July 1	$ 500,000	42	$ 500,000	45	Yes	N/A	N/A	6% state general sales tax 6% state specific tax on lodging
SC	July 1	2,036,082	13	2,566,891	12	No	Excess of admission taxes over $3,500,000 U.S. Travel Service	12% 0.4%	4% state general sales tax
SD	July 1	1,114,421	27	1,379,320	23	No	Motor gasoline tax receipts	100%	4% state general sales tax
TENN.	July 1	2,763,182	9	3,302,800	7	No	Hotel and Restaurant license fees	23%	5% state general sales tax
TEXAS HWYS.	September 1	2,075,162	8	1,841,364	8	No	As a division of the State Department of Highways and Public Transportation, budget is derived from the same sources that support the Department, which are constitutionally committed highway-user revenues, plus some additional general revenues.	N/A	4% state general sales tax 3% state specific tax on lodging
TEXAS TOUR.	September 1	800,566		1,401,173		Yes	N/A	N/A	4% state general sales tax 3% state specific tax on lodging
UTAH	July 1	1,795,500	16	1,843,600	20	Yes	N/A	N/A	5% state general sales tax Up to 3% state specific tax on lodging
VT	July 1	489,552	43	514,800	43	No	Receipts from special publications	1%	3% state general sales tax 5% state specific tax on lodging
VA	July 1	2,545,015	11	2,727,960	10	Yes	N/A	N/A	4% state general sales tax
WASH.	July 1	351,000	46	375,000	50	Yes	N/A	N/A	6% state general sales tax
WV	July 1	923,626	29	1,055,780	31	Yes	N/A	N/A	3% state general sales tax 1% state specific tax on lodging (Class I cities only)
WISC.	July 1	1,261,200	24	1,429,700	22	Yes	N/A	N/A	4% state general sales tax
WYO.	July 1	786,336	34	860,000	35	Yes	N/A	N/A	3% state general sales tax (4% county optional tax)
AMER. SAMOA									
GUAM	October 1	807,000	33	1,300,000	26	No	Membership Dues In-Kind Contributions	80% (Grant-in-Aid from Government) 20% (Membership Dues In-Kind Contribution)	4% state general sales tax 10% state specific tax on lodging

BUDGET (Continued)

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1978-79	Rank	3. Total Budget for Fiscal Year 1979-80	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
NO. MARI.	January 1	218,700	53	261,000	53	No	Room tax Beer Container Tax Membership Fees	75% 22% 3%	None
PUERTO RICO	July 1	6,308,000	2	7,309,000	2	Yes	N/A	N/A	5% state specific tax on lodging

BUDGET (Continued)

State	8. Breakdown of 1978-79 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1978-1979 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
ALA.	$518,735	$123,337	$87,130	None	$571,620	None	None	None	None		None	Operating expenses: $206,493	N/A (N/A)
ALASKA	414,600	38,000	37,300	$ 11,500 ($9,000)*	Production: 30,000 Media Purchase: 350,000 ($23,400)*	$470,000	$ 23,000	$ 6,000 ($6,000)*	$10,000 ($10,000)*	$260,000	Funded under grants	Commodities and Equipment: 16,100	Magazine: $350,000 ($04,400)* Newspaper: ($9,000)* (None)
ARIZ.	243,200	13,200	12,000 Out-of-state 10,000 In-state	68,050	Production: 52,800 Media Purchase: 397,200	253,850	Not isolated by line item	Not isolated by line item		50,000	None		Magazine: 241,983 Newspaper: 6,600 Radio: 18,700 TV: 77,830 Other media: 52,087 (None)
ARK.	767,653			365,398	Media Purchase: 428,790		200,380	12,500	35,869	280,000			Magazine: 240,000 Newspaper: 140,000 Radio: 6,500 TV: 42,290 (None)**
CALIF.	107,543	3,200	19,025	20,939	N/A	70,750	None*	N/A	3,000	N/A	N/A	Contractual Services: 93,700 Equipment: 2,031	N/A (None)
COLO.	157,898		4,701	34,513	$25,000	96,000							Magazine: 225,000 Newspaper: 100,000 Radio: 45,000 Other media: 155,000 (None)
CONN.	99,998	12,408	1,733	36,000	Production: 10,000 Media Purchase: 60,000	42,017	2,782	119,000	None	None	Operation: $ 32,457		Magazine: 24,000 Newspaper: 24,000 Radio: 12,000 (None)
DEL.	26,400	7,000	5,000	6,300	Production: 1,500 Media Purchase: 2,400	14,000	10,300	500		3,600			Newspaper: 2,400 (100%)

BUDGET (Continued)

State	Breakdown of 1978-79 Budget (By Dollar Amounts)											9. Advertising Breakdown by Medium and Dollars 1978-1979 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
D.C.	$ 346,000	$105,500	Included in Promotion	$ 19,000	None	$ 80,000	$ 48,000	Included in Printing and Distribution	None	None	None	Visual Aids: $ 2,500 Building Reserve: 52,000	N/A (N/A)
FLA.	1,209,641	26,193	$115,590	357,095	Media Purchase: $1,661,280	192,500	394,075		$ 59,000			Contracts, Equipment, ect.: 101,183	Magazine: $500,000 Newspaper: 500,000 TV: 661,280 (None)
GA	1,133,010	Included in Visitor Centers	70,000		Production: 955,560 Media Purchase: Included above	175,400	163,569	Included in Promotion	18,100	None	Construction: $ 61,130 Operation: 192,296	Computer mail operation, local welcome center grant program: 110,186	Magazine: 388,000 Newspaper: 200,000 TV: 300,000 Outdoor: 17,000 Other media: 50,560 (5%)
HAWAII	1,239,800	169,000	80,700	180,700	Production: 25,000 Media Purchase: 450,000	195,800	342,860	$102,100	104,500			Meetings and Conventions: 50,700 Membership: 14,600	Magazine: 407,700 Newspaper: 42,300 (None)
IDAHO	185,300	14,000	33,800	45,000	Production: 10,000 Media Purchase: 140,000	101,000	10,500	10,000					Magazine: 122,000 Newspaper: 10,000 Other media: 8,000 (None)
ILL.	282,800	15,560	34,100	105,000	Production**: 191,346 Media Purchase: 276,475	181,800	40,000	76,379	None	$285,000	Operation: 35,000	Administrative Grants: 10,000 Telecommunications: 10,000 Commodities: 16,000 Operation of Automobiles: 4,300	Magazine: 96,5 Radio: 179,972 (70%)
IND.	227,284	3,200	Included in Programs	34,996 Postage not previously included	Production: 7,500 Media Purchase: 97,537	56,832	60,453	15,941	21,520	(75,000) Separate Budget	Operation: 11,954	Community Development: 5,813	Magazine: 50,580 Newspaper: 20,200 TV: 8,500 Other media: 18,257 (N/A)
IOWA	139,073	5,700	21,000	32,000	Production: 4,000	53,000	19,875	4,700	1,000	31,500	Operation: 4,000		N/A (N/A)

BUDGET (Continued)

State	8. Breakdown of 1978-79 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1978-1979 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
KAN.	$ 73,475	$ 9,200	$12,000	None	N/A	$ 75,000	$ 11,500	None	None	None	Operation: $100,000		N/A (N/A)
KY	681,700	Included in Personal Services	Included in Personal Services	Included in Personal Services	Production: 70,000 Media Purchase: 900,000	300,000	114,000	90,000	50,000	359,700	Operation: 104,500		Magazine: $150,000 Newspaper: 97,000 Radio: 48,000 TV: 80,000 Outdoor: 19,000 Other media: 506,000 (25%)
LA	743,251	41,045	43,470	82,933	Production: 50,000 Media Purchase: 312,547	250,000	352,000	25,000	None	200,000	Operation: 66,399	$ 32,453	Magazine: 291,547 Newspaper: 14,000 Radio: 7,000 (2%)
MAINE	135,795*	9,442*	9,972*		Production: 10,599* Media Purchase: 75,170*	56,136*							Magazine: 37,589 Newspaper: 18,794 Radio: 11,277 Other media: 7,518 (10%)
MD	200,718	None	12,260	27,373	Production: 30,000 Media Purchase: 185,000	80,000	18,475	Included in Promotion	None	178,500	Operation: 133,000	None	Magazine: 130,000 Radio: 55,000 (None)
MASS.	N/A*	N/A	10,000	70,000	Production: 32,000 Media Purchase: 350,000	110,000	100,000	48,000	30,000	500,000	N/A		Magazine: 150,000 Newspaper: 200,000 (8%)
MICH.	735,000	5,000	63,916	50,000	1,060,000	394,700	86,500	15,000	20,000	1,193,000	None	Technical Assistance: 77,903	N/A (N/A)
MINN.	118,000	10,000	10,000	76,000	Production and Fee: 110,000 Media Purchase: 290,000	220,000	33,000	15,000	80,000	350,000	N/A*		Magazine: 100,000 Newspaper: 170,000 Radio: 15,000 Outdoor: 5,000 (35%)
MISS.	305,000	N/A	79,000	217,443	Production: 125,000 Media Purchase: 280,000	175,000	30,000	10,000	10,000	195,000	Operation: Included under other categories		Magazine: 160,000 Newspaper: 20,000 Radio: 25,000 TV: 75,000 (None)

BUDGET (Continued)

State	8. Breakdown of 1978-79 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1978-1979 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
MO	$336,603	None	$50,000	$145,496	Production: $480,000 Media Purchase: Included above	$156,000	Included in Travel	Included in Travel	$ 2,000	None	Operation: $ 22,000		Magazine: $146,464 Newspaper: 102,869 Radio: 22,969 TV: 179,707 Other media: 27,991 (55%)
MONT.	135,192	$ 7,000	21,200	18,720	Production: 25,000 Media Purchase: 229,000	164,351	$ 9,000	$ 40,000					Magazine: 214,620 Newspaper: 4,380 Other media: 10,000 (None)
NEB.	Not included in 1978-79 budget			110,170	Media Purchase: 10,000	67,815	Included in Printing				Operation: 89,015		Magazine: 5,000 Radio (PSA): 2,000 TV (PSA): 3,000 (100%)
NEV.	77,254	8,561	12,945	37,083	Production: 33,767 Media Purchase: 43,222	40,833	23,312		None	None	None	None	N/A (50%)
NH	112,984	None	5,550	30,775	Production: 28,000 Media Purchase: 122,000 (Including State Parks)	94,500 (Including State Parks)	11,000	16,500	None			Branch Office: $ 28,000 Regional Subsidy: 44,000 Publications, souvenirs for resale: 9,550	Magazine: 43,000 Newspaper: 79,000 (None)
NJ	501,376	5,000	10,000	None	Media Purchase: 180,000	300,000	None	None	None	$430,000		Travel, Telephone, Vehicular Equipment 73,624	Magazine: 30,000 Newspaper: 150,000 (35%)
NM	230,000	38,000	27,000	226,000	Production: 1,000 Media Purchase: 98,000	140,000	Included in other Administrative Costs	Included in Other Administrative Costs	Included in Other Administrative Costs	55,000	Construction: 145,000* Operation: Included in Other Administrative Costs		Magazine: 96,000 Radio: 2,000 (None)

BUDGET (Continued)

State	8. Breakdown of 1978-79 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1978-1979 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
NY	$301,827	$ 52,000	$81,900	$ 6,200	Production: $3,317,900 Media Purchase: 6,517,100	Included in Production	Included in Production	Included in Production	Included in Production	$ 310,000		Equipment rental/ purchase: $31,400 Miscellaneous/ contract services: 86,000	Magazine: $1,072,800 Newspaper: 748,000 Radio: 261,300 TV: 4,426,500 Outdoor: 700 Other media: 7,800 (70%)
NC	595,286	13,180	25,000	44,000	Production: 40,000 Media Purchase: 960,000	$328,010	$ 25,000	$ 70,000	$ 20,416	94,000	Operation: $ 58,016		Magazine: 942,000 Newspaper: 18,000 (None)
ND	108,157	1,751	7,560 (Administrative only)	10,000	Production: 220,000 Media Purchase: Included above	178,000	24,695	24,000	6,000	20,000	Construction: 20,000 Operation: 18,000	3,438	Magazine: 75,000 Newspaper: 25,000 Radio: 25,000 TV: 30,000 Outdoor: 30,000 Other media: 35,000 (5%)
OHIO	211,700	29,500	7,000	6,000	Production: 2,000 Media Purchase: 6,000	190,000	7,000	2,500	N/A	N/A	N/A		Magazine: 5,500 Newspaper: 500 (100%)
OKLA.	566,066	63,548	18,500	81,606	Production: 50,000 Media Purchase: 170,000	134,834	51,370	10,000	15,000	424,500	Operation: 58,017	25,000	Magazine: 91,800 Newspaper: 45,900 Radio: 32,300 (62%)
OREG.	159,000	9,120	7,360	12,520	Production: 32,000 Media Purchase: 143,000	50,000	35,000	25,000	10,000		Operation: 60,000		Magazine: 143,000 (None)
PENN.	180,810	23,485	16,050	45,885 Including postage	Production: 10,000 Media Purchase: 101,000	83,350	12,175	2,000	None	2,100,000	Operation: 421,890 (salaries)	Conference expenses: 1,730	Magazine: 1,000 Newspaper: 100,000 (25%)
RI	None*	None*	None*	None*	Production: 14,447* Media Purchase: 97,404*	165,000*	5,000* (Estimated)	1,200* (Estimated)	None*	2,000*	None*	None*	Magazine: 75,405 Newspaper: 21,999 (None)

BUDGET (Continued)

State	8. Breakdown of 1978-79 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1978-1979 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
SC	$ 367,239	$ 6,504	$ 45,000		Media Purchase: $435,000	$381,977	$130,000	$ 8,000	$ 25,000	None	Operation: $ 500,673*	$136,689	Magazine: $425,000 Newspaper: 10,000 (None)
SD	189,230	9,800	21,000	$ 37,380	Production: 7,203 Media Purchase: 463,197	225,760	None	27,700	11,753	$ 44,200*	Operation: 77,198		Magazine: 187,800 Newspaper: 173,897 Radio: 15,200 TV: 31,600 Outdoor: 16,000 Other media: 38,700 (13%)
TENN.	1,198,700	128,200	187,400	126,250	Production: 215,982 Media Purchase: Included above	234,500	55,000	25,000	57,925	225,000	Operation: 166,000	Grants: 143,225	Magazine: 153,070* Newspaper: 1,950* Radio and TV: 45,000* Outdoor: 4,412* Other media: 11,550* (22%)**
TEXAS HWYS.					N/A*	441,892*	N/A*			None*	Operation: 1,223,870*		N/A* (N/A)*
TEXAS TOUR.	172,140	N/A	29,000	24,321	Production: 50,008 Media Purchase: 363,492	N/A (See Highway Department)	111,205	23,000	27,200	N/A	N/A	N/A	Magazine: 347,328 Newspaper: 13,164 Other media: 3,000 (N/A) (Texas legally prohibits purchase of in-state media)
UTAH	280,190	None	29,260	99,616	Production: 144,164 Media Purchase: 622,083	197,298	155,000	28,889	77,000	162,000			Magazine: 237,387 Trade Publ. and Newspaper: 15,089 Radio: 66,140 TV: 220,725 Outdoor: 72,742 Other media: 10,000 (None)*
VT	167,761	22,400	5,000	18,891	Production: 5,000 Media Purchase: 90,000	125,000	9,000	1,500	29,000	16,000	Operation: Unable to separate from breakdown		Magazine: 65,000 Newspaper: 22,000 Radio: 3,000 (1%)

BUDGET (Continued)

State	8. Breakdown of 1978-79 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1978-1979 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
VA	$ 562,405	Included in Personal Services	Included in Personal Services	Included in Personal Services	Production: $ 60,000 Media Purchase: 1,150,410	$228,900		$ 14,000	$ 20,300		Operation: $509,000		Magazine: $756,723 Newspaper: 393,687 (None)
WASH.	108,000		$ 18,000		207,000	Included in Advertising						Employee benefits: $18,000	N/A (5%)
WV	342,492	Included in Other Administrative Costs	None	$ 94,134	Media Purchase: 100,000	None	$245,000	Included in Advertising	None	$142,000	None	None	Magazine: 70,000 Newspaper: 30,000 (None)
WISC.	377,300	$102,880	25,250	156,770	Production: 19,000 Media Purchase: 281,000	60,000 (Printing only)	50,000			189,000	Included in Personal Services and Rent/ Utilities		Magazine: 32,500 Newspaper: 166,300 Radio: 82,200
WYO.	206,000*	25,000*	58,000*	89,000* (Postal/ freight/ telephone)	Production: 14,000* Media Purchase: 195,000*	138,500*	30,000*	10,000*	3,500*	Included in Media Purchase	Operation: 10,000*	Other Administrative: 8,000*	Magazine: 179,000 Radio: 16,000 (None)
AMER. SAMOA													
GUAM	164,800	23,100	10,000	12,200	Production: 22,300	50,000	None	56,600	26,000	None	Service: 15,000 Operation: 342,000 (Japan Office)	Community Development Fund: 50,000 Special Events Development: 10,000 Cooperative: Marketing: 25,000	N/A (N/A)
NO. MARI.	49,780	None	15,150	8,600	Media Purchase: 64,000	21,840	2,650	14,200	None	None	None	42,480	Magazine: 64,000 (None)
PUERTO RICO	2,452,000	407,000	258,000	396,000	Production: 215,000 Media Purchase: 1,500,000	130,000	300,000	200,000	136,000	74,000	Operation: 240,000		Magazine: 235,000 Newspaper: 200,000 TV: 900,000 Other media: 165,000 (12%)

BUDGET (Continued)

State	10. Breakdown of 1979-80 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1979-1980 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
ALA.	$ 622,637 (Estimated)	$180,455 (Estimated)	$100,000		Production: $ 739,333 (Estimated)							Operating Expenses: $247,424 (Estimated)	N/A (25%)
ALASKA	436,600	38,700	39,500	$ 95,600	Production: $ 60,000 (39,900)* Media Purchase: 459,100 (300,700)*	$375,000 (120,000)*	$ 55,100 (18,000)*	$ 39,000 (26,000)*	$ 36,000 (18,000)*	$ 235,000	Funded under grants	Direct Mail Marketing Program: 24,000 (16,000)* Foreign Market Development: 12,000 Commodities and Equipment 8,400 Unallocated to date: 117,400	Magazine: $ 434,900 (289,900)* Newspaper: 16,200 (10,800)* Other media: 8,000 (None)
ARIZ.	262,200	13,000	12,000 (In-state) 12,500 (Out-of state)	62,810	Production: 30,450 Media Purchase: 444,550	272,190	Not Isolated by line item	Not Isolated by line item	22,900	100,000			Magazine: 262,607 Newspaper: 3,341 Radio: 18,270 TV: 85,230 Outdoor: 4,000 Other media: 71,102 (Tentative projections) (None)
ARK.	374,325	25,000	74,441	254,272	Production: 432,400	141,000	75,000	Included in Travel	17,680	335,000	Construction: N/A* Operation: $ 500,693	None	N/A (None)**
CALIF.	145,175**	5,500	39,875	11,750	N/A	84,250	None*	N/A	50,000	N/A	N/A	Contractual Services: 150,430 Equipment: 950	N/A (None)
COLO.	152,500		4,000		470,000*	96,000	3,500	30,000	1,000	None	None	Operating expenses: 34,000	N/A (None)
CONN.	123,340	13,400	1,950	N/A	Production: 3,000 Media Purchase: 60,000	59,600	N/A	119,000	None	None	Operation: 36,000*		Magazine: 3,000 Newspaper: 10,000 Radio: 4,000 TV: 6,000 Other media: 37,000 (None)

BUDGET (Continued)

State	10. Breakdown of 1979-80 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1979-1980 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
DEL.	$ 140,866	$ 26,000	$ 5,440	$ 55,734	Production: $ 24,000 Media Purchase: 86,250	$ 98,625	$ 12,135	$ 4,700	$ 3,600	$ 9,750			Magazine: $ 31,250 Newspaper: 45,000 Radio: 5,000 Outdoor: 5,000 (10%)
D.C.	346,000	37,000	48,000	89,000	None	80,000	Included in Travel	Included in Travel	None	None	None		N/A (N/A)
FLA.	1,247,774			562,376	Media Purchase: 1,975,222	335,000	444,160		75,000			Contracts: $113,734 Operating Capital Outlay: 38,876	Magazine: 500,000 Newspaper: 500,000 Radio: 175,222 TV: 800,000 (None)
GA	1,290,778	Included in Welcome Center	71,800		430,560	200,000	117,250	Included in Promotion	18,100		Construction: $ 36,000 Operation: 246,200	Computer mail program and local welcome center program: 94,230	Magazine: 350,560 Newspaper: 15,000 Outdoor: 5,000 Other media: 60,000 (5%)**
HAWAII	1,304,400	181,400	84,800	180,200	Production: 25,000 Media Purchase: 425,000	242,100	368,860	49,700	121,900			Meetings and Conventions: 50,200 Membership: 15,200	Magazine: 425,000 (None)
IDAHO	194,500	14,000	33,800	44,000	Production: 10,000 Media Purchase: 140,000	87,200	8,000	9,000					Magazine: 122,000 Newspaper: 10,000 Other media: 8,000 (N/A)
ILL.	315,700	Included in Other Administrative Costs	38,400	95,700	Production: 50,000 Media Purchase: 600,000	278,400	419,000	Included in Promotion	Included in Promotion	285,000	Operation: 55,400	Administrative Grants: 20,000 Telecommunications: 13,200 Commodities: 26,700 Operation of Auto: 8,000	N/A (N/A)
IND.	235,840	2,803	Included in other categories	29,0.3 (Postage Included)	Production: 7,500 Media Purchase: 63,284	53,304	66,760	16,276	12,320	75,000*	Operation: 15,756	Community Development: 6,178	Magazine: 30,474 Newspaper: 13,810 TV: 9,000 Other media: 10,000 (N/A)

BUDGET (Continued)

State	10. Breakdown of 1979-80 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1979-1980 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
IOWA	$ 156,485	$ 6,000	$ 21,000	$ 32,000	Production: $ 4,500	$ 52,000	$ 21,775	$ 3,500	$ 1,000	$ 31,500	Construction: $ 9,100 Operation: 9,100		N/A (N/A)
KAN.	73,800	9,800	14,600		Production: 15,000 (Estimated)	95,800	14,000	None	None	None	Construction: 90,000 Operation: 100,000	None	N/A (N/A)
KY	920,100	Included in Personal Services	Included in Personal Services	Included in Personal Services	Production: 75,000 Media Purchase: 600,000	350,000	125,000	100,000	75,000	359,700	Operation: 110,000		Magazine: $ 300,000 Newspaper: 100,000 Radio: 50,000 TV: 100,000 Outdoor: 20,000 Other media: 30,000 (25%)
LA	844,016	57,727	47,470	93,335	Production: 58,453 Media Purchase: 389,047 12,500 (Special)	304,870	318,900	35,000	None	200,000	Operation: 89,406		N/A (N/A)
MAINE	159,000	9,000	15,000	25,000	Production: 5,000 Media Purchase: 340,000	65,000							Magazine: 255,000 Newspaper: 34,000 Radio: 34,000 Other media: 17,000 (10%)
MD	243,044	None	41,776	33,100	Production: 65,500 Media Purchase: 260,000	248,000	27,000	Included in Promotion	None	365,000	Construction: 270,000 Operation: 230,100	$ 12,900	N/A (N/A)
MASS.	N/A*	N/A	10,000	70,000	Production: 32,000 Media Purchase: 350,000**	110,000	100,000	48,000	30,000	500,000			Magazine: 100,000 Newspaper: 250,000 (20%)
MICH.	854,000	6,000	71,600	60,000	Production: 1,305,229	503,900	117,000	18,000	72,000	1,358,000		Technical Assistance and Special Projects: 118,671	N/A (N/A)
MINN.	127,500	13,000	12,000	97,000	Production and Fees: 90,000 Media Purchase: 310,000	180,000	39,000	15,000	18,000	370,000	N/A*		Magazine: 90,000 Newspaper: 150,000 Radio: 50,000 TV: 20,000 Outdoor: 10,000 (55%)

BUDGET (Continued)

State	10. Breakdown of 1979-80 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1979-1980 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
MISS.	$ 370,382	None	$ 63,000	$251,102	Production: $ 70,000 Media Purchase: 125,000	$175,000	$ 50,000	$ 20,000	$ 10,000	$ 175,000	Included in other categories		Magazine: $ 75,000 Newspaper: 10,000 Radio: 15,000 TV: 25,000 (40%)
MO	338,413	None	43,750	150,057	445,000	166,000	Included in Travel	Included in Travel	20,000	None	Operation: $ 22,841		N/A (55%)
MONT.	123,391	$ 6,900	17,281	39,877	Production: 25,000 Media Purchase: 221,336	125,750	22,400	25,000					Magazine: 200,000 Newspaper: 10,000 Radio: 11.336 (None)
NEB.	101,221	3,500	16,435	74,664	Media Purchase: 11,000	76,032					Operation: 61,377		Magazine: 4,000 Newspaper: 3,000 Radio: 2,000 TV: 2,000 (50%)
NEV.	86,892	10,515	9,900	90,193	40,000	None	None	None	None	None	None		N/A
NH	113,327		5,100		24,000 (Energy Ads) 160,000	137,200	36,000	51,800		250,000		Branch Offices: $ 31,000 Regional Subsidy: 44,000 Parks Promotion: 60,000	N/A (None)
NJ	445,585	7,500	17,000	None	Media Purchase: 350,000	335,000	None	None	None	None	None	Telephone, Training, and Vehicular Equipment: 196,700	Magazine: 105,000 Newspaper: 245,000 (N/A)
NM	270,000	37,000	30,000	152,000	Production: 3,000 Media Purchase: 97,000	215,000	Included in other Administrative Costs	Included in other Administrative Costs	10,000	100,000	Operation: Included in other Administrative Costs		Magazine: 55,000 Newspaper: 2,500 Radio: 25,000 Other Media: 14,500 (6%)

BUDGET (Continued)

State	10. Breakdown of 1979-80 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1979-1980 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
NY	$ 489,964	$114,600	$ 59,500	$ 4,000	Production: $3,167,300 Media Purchase: 6,131,000	Included in Production	Included in Production	Included in Production	Included in Production	$1,000,000		Miscellaneous Contractual Service: $ 20,000 Equipment rental and purchase: 4,000	Magazine: $ 513,600 Newspaper: 800,400 Radio: 147,400 TV: 4,669,600 (70%)
NC	600,576	24,380	29,814	None	Production: 25,000 Media Purchase: 1,475,000	$601,430	$212,778	$ 35,000	N/A	94,000	Construction: $ 80,000 Operation: 125,114	Miscellaneous: 3,824	Magazine: 1,433,500 Newspaper: 41,500 (None)
ND	136,000	1,000	6,000	23,000	Production: 20,250 Media Purchase: 112,500	150,000	15,000	23,000	None	20,000	Construction: 17,000 Operation: 27,500	Subsidy for State Magazine: 158,647	Magazine: 45,000 Newspaper: 20,000 Radio: 10,000 TV: 2,500 Outdoor: 30,000 Other media: 5,000 (10%)
OHIO	337,416	42,000	5,000	73,000	Production: 2,839 Media Purchase: 30,000	163,745	17,500	37,500	$ 21,000	45,000			Magazine: 12,000 Newspaper: 12,000 Radio: 4,000 TV: 2,000 (75%)
OKLA.	637,683	66,000	20,000	102,955	Production: 124,350 Media Purchase: 195,650	200,000	29,500	10,000	N/A	392,500	Construction: 100,000 Operation: 49,566	25,000	Magazine: 119,772 Newspaper: 61,484 Other media: 14,394 (61%)
OREG.	180,000	11,500	11,000	66,500	Production: 20,000 Media Purchase: 280,000	207,000	40,000	24,000	10,000		Operation: 90,000		Magazine: 280,000 (None)
PENN.	188,650	43,500	25,000	67,000 (Postage included)	Production: 80,000 Media Purchase: 700,000	155,000	65,000	5,500	80,000	2,900,000	Construction: 2,000 (Renovation) Operation: 432,000 (Salaries)	Freight: 10,000 Conference expenses: 5,000	Magazine: 155,000 Newspaper: 45,000 Radio: 50,000 TV: 450,000 (40%)

BUDGET (Continued)

State	10. Breakdown of 1979-80 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1979-1980 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
RI	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A (N/A)
SC	$ 463,622	$ 3,000	$ 55,000		Media Purchase: $ 550,000	$426,236	$149,500	$ 15,000	$ 30,000	$ 189,544	Operation: $ 570,000 **	$114,989	Magazine: $ 330,000 Newspaper: 82,500 TV: 137,500 (8%)
SD	263,818	10,725	25,984	$ 77,532	Production: 25,000 Media Purchase: 504,625	260,399	None	20,000	16,755	54,900 *	Operation: 95,182	Miscellaneous Overhead: 24,400	Magazine: 202,092 Newspaper: 167,832 Radio: 21,750 TV: 34,877 Outdoor: 17,000 Other media: 61,074 (7%)
TENN.	977,700	138,200	198,800	162,400	557,900	259,600	125,900	30,000	10,000	225,000	Operation: 546,700	Grants: 63,800 Awards and Indemnities: 300 Unclassified: 6,500	Magazine: 210,710* Newspaper: 21,967* Radio: 50,000* TV: 29,294* Outdoor: 8,830* Other media: 63,850* Uncommitted: 173,249* (19%)
TEXAS HWYS.	N/A*	N/A*	N/A*	N/A*	N/A*	233,712* (Printing only)	N/A*	N/A*	N/A	None	Operation: 1,275,847*		N/A* (N/A)*
TEXAS TOUR.	212,464	N/A	36,600	31,764	Production: 145,000 Media Purchase: 780,000	N/A	120,345	47,000	28,000	N/A	N/A	N/A	Magazine: 324,447 Newspaper: 100,553 TV: 355,000 (N/A)*
UTAH	283,500	None	24,000	19,100	789,000	259,800	65,200	26,800	77,000	162,000		Professional and technical services: 137,200	N/A (None)*
VT	199,100	24,600	5,500	22,100	Production: 6,000 Media Purchase: 93,000	130,500	10,000	2,000	6,000	16,000	N/A		Magazine: 70,000 Newspaper: 15,000 Radio: 8,000 (1%)

BUDGET (Continued)

State	10. Breakdown of 1979-80 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1979-1980 (Percent In-State)
	Personal Services	Rent and Utilities	Travel	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing/ Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction and/or Operation	Other	
VA	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A (None)
WASH.	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
WV	$ 337,788	$ 21,060	$ 40,000	$ 66,250	Media Purchase: $ 249,682	$166,000	None	Included in Advertising	None	$ 175,000	None	None	Magazine: $ 55,835 Newspaper: 105,447 Radio: 27,000 TV: 61,400 (None)
WISC.	Included in other Administrative Costs	Included in other Administrative Costs	Included in other Administrative Costs	773,700	N/A							Marketing: $656,000	N/A (N/A)
WYO.	206,500	25,000	58,500	95,000 (Postal Freight and Telephone)	Production: 20,000 Media Purchase: 225,000	166,000	$ 30,000	$ 10,000	$ 3,500	2,000	Operation: $ 10,000	Other Administrative expenses: 8,500	Spring (Mag.): 159,000 Fall (Mag.): 24,000 Winter**: 12,000 Other***: 30,000 (None)
AMER. SAMOA													
GUAM	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A (N/A)
NO. MARI.	78,010	None	28,490	9,700	Media Purchase: 41,000	18,900	2,650	14,200	None	None	None	68,050	Magazine: 41,000 (None)
PUERTO RICO	3,085,000	317,000	406,000	600,000	Production: 216,000 Media Purchase: 1,834,000	129,000	306,000	200,000	74,000	25,000	Operation: 117,000	None	Magazine: 274,000 Newspaper: 289,000 TV: 1,025,000 Other media: 246,000 (15%)

BUDGET (Continued)

State	Promotion Budget Allocations 1979-80			15. Number of Shows Participating in, 1979-80	Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1979-80 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
ALA.	N/A	N/A	N/A	N/A	N/A	N/A	N/A
ALASKA	$ 30,000 (Estimated)	$175,000 (Through grants)	$ 30,000	10 (Estimated)	N/A	N/A	N/A
ARIZ.	35,110	None	8,750	8	$ 25,208	Magazines $ 16,000 Radio 3,270 Newspapers 1,938 Bill Boards 4,000	Canada $ 6,000* Mexico 9,208* United Kingdom 2,000* Germany 2,500* France 500* Japan 5,000*
ARK.	17,835	17,835	39,330	8	None	N/A	N/A
CALIF.	Unknown	N/A	5,800*	3	None	N/A	N/A
COLO.	6,000**	None	3,500	3	None	N/A	N/A
CONN.	2,000	None**	None	2	None	N/A	N/A
DEL.	3,000	10,000	10,795	8	N/A	N/A	N/A
D.C.	None	40,000	8,000	4	None	N/A	N/A
FLA.	25,000	12,000	100,000	16	400,000	Magazines 150,000 Radio 50,000 Newspapers 100,000 TV 100,000	Canada 120,000 Mexico 70,000 United Kingdom 70,000 Germany 70,000 France 70,000
GA	5,000 (Excludes Travel and Personal Services)	5,000 (Excludes Travel and Personal Services)	18,000	6	40,000	Magazines 10,000 Newspapers 30,000	United Kingdom 10,000 Germany 20,000 All other countries 10,000
HAWAII	None	50,200	None (We do our own trade seminars)	None	50,000	Magazines 50,000	Canada 50,000
IDAHO	4,500	4,500	None	None	None	N/A	N/A
ILL.	15,500	N/A	3,000****	6	N/A	N/A	N/A
IND.	N/A	None	11,863	7	None	N/A	N/A
IOWA	3,475	None	10,000	13	None	N/A	N/A
KAN.	2,000	3,000	9,000	5	None	N/A	N/A
KY	20,000	None	30,000	13	30,000	Magazines 25,000 Newspapers 5,000	Canada 10,000 United Kingdom 7,000 Germany 5,000 France 3,000 Japan 3,000 All other countries 2,000
LA	None	None	10,000	12	18,128	Magazines 11,000 Newspapers 7,128	Canada 14,450 Mexico 2,680 All other countries 998
MAINE	N/A	N/A	N/A	N/A	N/A	N/A	N/A
MD	16,000	None	10,000	12 (Estimated)	20,000 (Estimated)	Magazines 20,000 (Estimated)	N/A
MASS.	50,000	50,000	10,000	8	N/A**	N/A	N/A
MICH.					None	N/A	N/A
MINN.	10,000	30,000 (Included in Advertising)	12,000	15	None	N/A	N/A

BUDGET (Continued)

State	Promotion Budget Allocations 1979-80			15. Number of Shows Participating in, 1979-80	Foreign Advertising Allocation			
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1979-80 Allocation	17. By Medium and Dollars		18. By Nation and Dollars
MISS.	$ 20,000	$ 5,000	$ 25,000	6	$ 8,000	Magazines Newspapers	$ 6,000 2,000	Canada $ 8,000
MO	9,500	None	12,000	5	5,000	Public Relations Travel Show	1,000 4,000	Canada 2,000 Germany 2,000 Japan 1,000
MONT.	14,900	2,000	5,500	4	N/A	N/A		N/A
NEB.	N/A	N/A	N/A	N/A	N/A	N/A		N/A
NEV.	None	N/A*	N/A*	N/A*	N/A*	N/A*		N/A*
NH	5,000	None	15,000	15	20,000	N/A*		Canada 18,800 United Kingdom 200
NJ	N/A	N/A	15,000	20	N/A	N/A		N/A
NM	20,000 (Foremost West)	Included in Administrative Costs	Included in Administrative Costs	4	5,000	Magazines	5,000	Mexico 2,500 Japan 2,500
NY	N/A	None	N/A	12	N/A*	N/A		N/A
NC	10,000	5,000	N/A	N/A	20,000	Newspapers	20,000	Canada 20,000
ND	1,000	2,000	9,800	3	25,000	Radio: Newspapers Match money for Community Advertising in Canada	5,000 10,000 10,000	Canada 25,000
OHIO	2,000	N/A	10,000 - 12,500	5	None	N/A		N/A
OKLA.	2,000	Funds administered by the Division of Lodges	7,500	10	None	N/A		N/A
OREG.	10,000	None	3,000	3	13,000	Magazines	13,000	Canada 5,000 Germany 1,000 Japan 2,000 All other countries 5,000
PENN.	None	None	36,000	6	None	N/A		N/A
RI	None	10,000	750	43 (By contract)	1,245	Magazines	1,245	Canada 1,245
SC	None	None	100,000	5	10,000	Newspapers	10,000	Canada 10,000
SD	14,000 (Personnel)	None	None	5	25,000	Radio Newspapers TV	3,000 8,000 14,000	Canada 25,000
TENN.	9,000	None	50,000	9	5,690 (Estimated)	Magazines Newspapers	4,500 1,190	Canada 5,690
TEXAS HWYS.	None*	None	14,142	N/A*	N/A*	N/A*		N/A*
TEXAS TOUR.	45,000	N/A	47,000	8	31,198	Magazines Newspapers	15,210 15,988	Canada 19,318 Mexico 11,880
UTAH	25,000	None	5,000	3	N/A**	N/A		N/A
VT	2,000	500	6,000	7	12,000	Magazines Radio Newspapers	5,000 1,000 6,000	Canada 12,000
VA	10,400	None	None	None**	N/A	N/A		N/A
WASH.	None	None	3,000	2	None	N/A		N/A

BUDGET (Continued)

State	Promotion Budget Allocations 1979-80			15. Number of Shows Participating in, 1979-80	Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1979-80 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
WV	10,000*	5,000*	27,285*	10	3,000	Newspapers $ 3,000	Canada $ 3,000
WISC.	N/A	N/A	N/A	7 (Tentative)	None	N/A	N/A
WYO.	5,000	3,000	15,000	6	None	N/A	N/A
AMER. SAMOA							
GUAM	N/A	N/A	N/A	5	N/A	N/A	N/A
NO. MARI.	None	None	None	None	41,000	Magazines 41,000	Japan 40,000 All other countries 1,000
PUERTO RICO	None	50,000	10,000	N/A	185,000	N/A	Canada 85,000 All other countries 100,000

BUDGET (Continued)

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1979-80 Allocation	20. By Nation and by Dollars	21. 1979-80 Allocation	22. By Nation and by Dollars	23. Additional Comments
ALA.	$ 25,000	Canada 25,000	None	N/A	
ALASKA	N/A	N/A	N/A	N/A	*Budget figures shown for Fiscal Years 1978-79 and 1979-80 are state funds expended. Figures in parentheses represent private sector funds added to state expenditures.
ARIZ.	9,200	Canada 1,000*** Mexico 700*** United Kingdom 1,500*** Germany 1,500*** France 500** Japan 3,000*** All other countries 1,000	N/A	N/A	*These figures are tentative projections. **This estimated dollar allocation is only for brochures. ***This allocation is for sales trips and brochures.
ARK.	15,000	Canada 15,000	None	N/A	*Welcome Centers constructions are the responsiblity of Arkansas Highway Department. ** All in-state advertising is on a public service basis.
CALIF.	None	N/A	None	N/A	*The Office of Visitor Services does not allocate budget money for promotional purposes. All money expended for travel show attendance and participation is charged to our travel budget. **This budget figure is subject to increase.
COLO.	***	N/A	***	N/A	*This does not include a $150,000 special appropriation for 1979 summer advertising. **Package Tour development is allocated under our Advertising budget. ***We have been active in foreign promotion on a regional basis (Foremost West) but not as a single state. We believe it is important to expand into certain foreign markets and hope to do so in future programs.
CONN.	None	N/A	None	N/A	*This figure includes Connecticut share of New England Vacation Center in New York City. **This is handled by local Conventions and Visitors Bureaus.
DEL.	N/A	N/A	None	N/A	
D.C.	2,000	Germany 2,000	None	N/A	Our main source of revenue comes from the private sector. Budget totals include convention and tourism promotional and administrative expenses.
FLA.	180,000	Canada 124,000 Mexico 10,000 United Kingdom 10,000 Germany 26,000 France 10,000	$ 15,500	Canada $ 8,000 Mexico 1,000 United Kingdom 2,000 Germany 3,000 France 1,500	
GA	12,150	Canada 5,000 Germany 1,150 All other countries 6,000	Included in Promotion budget	N/A	*This is not reported to state revenue department. **This is counting media originated in-state, not media distributed in-state.

BUDGET (Continued)

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1979-80 Allocation	20. By Nation and by Dollars	21. 1979-80 Allocation	22. By Nation and by Dollars	23. Additional Comments
HAWAII	$ 23,000	Japan $ 23,000	None	N/A	
IDAHO	None	N/A	None	N/A	
ILL.	N/A	N/A	N/A	N/A	*Budget must be appropriated by Legislature. **This includes collateral and agency fee. *** Includes rent/contractual employees and equipment. ****Includes prices for booth rental only.
IND.	41,153	Canada 2,000 All other countries **	None	N/A	*This is a separate budget. **Our budget is geared toward five key countries in Western Europe; United Kingdom, The Netherlands, Belgium, Switzerland and Germany.
IOWA	None	N/A	None	N/A	
KAN.	None	N/A	None	N/A	*Some cities and counties levy an additional 0.5% sales tax.
KY	50,000	Canada 15,000 All other countries 35,000	$ 15,000	Canada $ 5,000 All other countries 10,000	
LA	115,000	Canada 10,000 Mexico 10,000 Germany 10,000 France 10,000 All other countries 75,000	None	N/A	
MAINE	None	N/A	None	N/A	*We operated at a loss.
MD	N/A*	N/A*	N/A*	N/A*	*Our foreign advertising budget has not yet been determined by our agency.
MASS.	N/A	N/A	N/A	N/A	*Personal services is part of the department's general salary account. Therefore, its budget of $210,000 is not included in the total budget. **Due to gasoline shortage we are re-evaluating our marketing techniques.
MICH.	None	N/A	None	N/A	
MINN.	None	N/A	None	N/A	*Our Welcome Centers are managed by Minnesota Department of Transportation.
MISS.	10,000	Canada 10,000	2,000	Canada 2,000	
MO	8,000	Canada 2,000 Germany 4,000 France 2,000	2,500	Canada 750 Germany 1,000 Japan 750	
MONT.	25,000	Canada 25,000	N/A	N/A	
NEB.	N/A	N/A	N/A	N/A	*This figure did not include Personal Services. **Actual General Funding $6,000 under 1978-79 budget. We are working with and through Old West Regional Commission for overseas promotional efforts.

BUDGET (Continued)

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1979-80 Allocation	20. By Nation and by Dollars	21. 1979-80 Allocation	22. By Nation and by Dollars	23. Additional Comments
NEV.	As needed	N/A	As needed	N/A	*Our work program is not yet completed.
NH	$ 20,000	Canada $ 20,000	None	N/A	*We breakdown our advertising by season, not by type of media and, therefore, we do not know the breakdown until the campaign is in effect - and totals are unknown until campaign is completed.
NJ	N/A	N/A	N/A	N/A	Out-of-state advertising includes New York and Philadelphia which service the State.
NM	10,000	Japan 10,000	Included in Administrative Costs	N/A	*This budget allocation is specifically and separatively appropriated by the legislature.
NY	42,000	N/A			*This budget is allocated when needed.
NC	N/A	N/A	N/A	N/A	
ND	2,500	Canada 2,500	None	N/A	
OHIO	None	N/A	None	N/A	*This budget item is proposed only.
OKLA.	None	N/A	None	N/A	Budget contains funds for operations of the Division of Tourism Promotion administration; nine information centers, publishing the state magazine, Oklahoma Today; Advertising programs for state owned resorts, parks and tourism promotion; funding of special events throughout the state; coordinating the promotional funds and programs of multi-county and lake associations and publishing and distributing brochures and other literature on Oklahoma resorts, parks, lakes, trails, attractions and recreation areas.
OREG.	None	N/A	None	N/A	Some of total press relations program will be in foreign markets, but is not broken out in dollar amounts.
PENN.	None	N/A	None	N/A	
RI	N/A	N/A	N/A	N/A	*The complete breakdown for 1978-79 budget is not currently available.
SC	None	N/A	$ 10,000	Canada $ 10,000	*This figure includes salaries of a total of $393,220. **This figure includes salaries of a total of $405,000.
SD	None**	N/A	None	N/A	*Technically, these are not Matching Funds Programs, but subsidies to regional promotional organizations. **Foreign promotions do occur, but they are not budgeted independently.
TENN.	31,000 (Estimated)	Canada 11,000 All other countries 20,000	N/A	N/A	*This breakdown figure includes both production and media purchase budget. **This does not include production except for radio and TV.

BUDGET (Continued)

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1979-80 Allocation	20. By Nation and by Dollars	21. 1979-80 Allocation	22. By Nation and by Dollars	23. Additional Comments
TEXAS HWYS.	None*	N/A*	None*	N/A*	*Budget categories of the Travel and Information Division, Texas Department of Highways and Public Transportation, can be only partly equated with these breakdowns. Also see separate response of Texas Tourist Development Agency.
TEXAS TOUR.	$ 20,000	Canada $ 10,000 United Kingdom 10,000	None	N/A	*Texas legally prohibits purchase of in-state media. The 85% increase granted this agency for its 1980-1981 budget by the Texas legislature marks significant monetary gain experienced during the agency's 16-year life.
UTAH	***	N/A	***	N/A	*We do not purchase in-state Advertising. **We do not have a Foreign Media budget. ***Handled through cooperative programs with Foremost West (five state region). Utah's share is $20,000.
VT	47,000	Canada 47,000	$ 1,000	Canada $ 1,000	
VA	N/A	N/A	N/A	N/A	*Unable to provide breakdown. **The Virginia Travel Council, a statewide trade association, is the travel show exhibitor for Virginia's travel industry. They use an exhibit provided by Virginia State Travel Services. Our Foreign Promotion will be mostly or entirely used in Canada.
WASH.	None	N/A	None	N/A	
WV	None	N/A	None	N/A	*These funds are spent by travel for the above areas, however, the funds are taken from a general department account marked "Promotion" and covered by a special contract with our Advertising Firm. This is not charged directly to Travel Development.
WISC.	None	N/A	None	N/A	
WYO.	None	N/A	2,500	N/A****	*This figure will not agree with the total budget of $786,336 mentioned in question 2, because of Fiscal Years carry-overs on services performed in 1979 but expended in 1980. **In cooperation with Wild West Ski Country. ***Includes $10,000 for Old West Trail Foundation in cooperation with Nebraska, North Dakota, South Dakota and Montana; and, $20,000 for Rocky Mountain West Vacation Bureau. ****The $2,500 were allocated among a 14 foreign journalists familiarization tour that was held during June 1979.

BUDGET (Continued)

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1979-80 Allocation	20. By Nation and by Dollars	21. 1979-80 Allocation	22. By Nation and by Dollars	23. Additional Comments
AMER. SAMOA					
GUAM	N/A	N/A	N/A	N/A	*Our Fiscal Year 1980 budget has not yet been approved.
NO. MARI.	$ 2,650	Japan $ 2,650	$ 5,000	Japan $ 4,000 All other countries 1,000	Since Japan is our major market and the closest country with high population density, we are emphasizing our promotions there. Eventually, we would be exploring other market areas.
PUERTO RICO	Included in Foreign Media Advertising budget	N/A	Included in Foreign Media Advertising budget	N/A	

GENERAL PROMOTION

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are Located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Number in State Travel Office Assigned to Encourage Travel-Related Investment	5. Official Name of Periodic State Travel Conference	6. When Was It/ Will It Be Held in 1979?
ALA.	Alabama Has It All. Alabama the Beautiful	None	None	23 Full-time	Governor's Conference on Tourism	July 11 - 13
ALASKA	Alaska - America's Greatest Travel Adventure	None	Tokyo, Japan Copenhagen, Denmark as of September 1979	3 Part-time	Alaska Visitors Association Annual Conference *	October 8 - 10
ARIZ.	Arizona, Has Anybody Ever Seen It All?	None	None	None	Governor's Annual Symposium on Tourism	January 25
ARK.	Arkansas Is a Natural	None	Brussels, Belgium	2 Full-time	Governor's Conference on Tourism	April
CALIF.	None	None	None	2 Part-time	Western Tourism Conference*	December
COLO.	There is More to Colorado than the Mountains	None	None	None	Governor's Tourism Conference	February
CONN.	Connecticut . . .So Much, So Near. Connecticut - It's Less Than a Half Tank of Gas Away.	New England Vacation Center -- New York City*	Frankfurt, West Germany	1 Part-time	None	N/A**
DEL.	The First State	None	None	1 Full-time	Governor's Conference on Tourism and Recreation	March
D.C.	Washington Weekends	None	None	None	None	N/A
FLA.	None	None	Canada-1979 South America-1979	None	Annual Governor's Conference on Tourism	October 17 - 19
GA	Georgia: This Way To Fun	None	Brussels, Belgium Tokyo, Japan	1 Part-time	Governor's Conference on Tourism	December
HAWAII	Hawaii-Where The World Wants To Be	Regional Offices in: New York, Chicago, San Francisco, Los Angeles. Convention Office: Washington, D.C.	Tokyo, Japan	None	None	N/A
IDAHO	Idaho Relax-Action	None	None	1 Part-time	None	N/A
ILL.	Illinois: Tour America In One Great State. Just Outside Your Own Backdoor There's A Place Called Illinois.	None	Brussels, Belgium Sao Paulo, Brazil Hong Kong	1 Part-time	Governor's Conference on Tourism	April 10 - 11
IND.	Indiana - The Real America	None	Rotterdam, The Netherlands	1 Part-time	7th Annual Indiana Tourism Conference	October
IOWA	Try Iowa	None	Frankfurt, West Germany	4 Part-time	Regional Travel Workshops	Fall of 1979*
KAN.	Kansas. . ."Land of Ah's"	None	None	None	Annual Governor's Conference on Tourism	October 10 - 11
KY	None	None	Brussels, Belgium	2 Full-time	Governor's Conference On Tourism	March
LA	Louisiana--what a way to get away	None	None	None	Governor's Conference on Tourism	April 25 - 27
MAINE	Maine Invites You	New England Vacation Center -- New York City*	Montreal, Quebec**	1 Part-time	Travel Counsel School	May
MD	Currently Being Developed With Ad Agency	None	Brussels, Belgium	1 Full-time	Maryland Travel Workshop	September 19-21
MASS.	We Have A Special Place For You	New England Vacation Center -- New York City*	None	None	None	N/A

GENERAL PROMOTION (Continued)

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are Located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Number in State Travel Office Assigned to Encourage Travel-Related Investment	5. Official Name of Periodic State Travel Conference	6. When Was It/ Will It Be Held in 1979?
MICH.	Michigan -- Mirror Of America -- For All There Is To See And Do -- No Other Place Comes Close . . .	Chicago Cleveland	None	5 Full-time	Sponsor several mini-conferences and seminars throughout the State for purpose of providing technical assistance and obtaining input of travel industry.	Ongoing schedule in accordance with local requests.
MINN.	Minnesota Lakes, and a Whole Lot More	None	None	1 Part-time	Governor's Conference on Tourism	December
MISS.	Mississippi. . . it's like coming home	None	Brussels, Belgium	1 Part-time	Co-sponsor with Industrial Development "Governor's Conference on Economic Development"	November
MO	Missouri Is For Kids ...Just Like You!	None	Dusseldorf, West Germany	None	Missouri Tourism Conference	November 13 - 14
MONT.	Montana - Last of the Big Time Splendors	None	None	None	Travel Round-up (state wide) Tri-State Travel Forum (Mt., Wyo., Idaho) Alternate years	May 21 - 22
NEB.	Nebraska...The Good Life	None	Represented through the the OWRC office, Frankfurt, West Germany	1 Part-time	Annual Governor's Travel Industry Conference	February 16
NEV.	"Bet On It"	None	None	None	None	N/A
NH	New Hampshire -- We're Better Natured!	New York City	Montreal, Canada	None	New Hampshire Travel Council, of which we are a part, sponsors two meetings per year in spring and fall.	Late April and approximately late October
NJ	NJoy NJ	New York City	Montreal, Canada	N/A (Everyone, but no one explicitly)	None	Planning for 1980
NM	Where An Eagle Still Can Soar. Where the Southwest Began. It's Another World. Land of Enchantment.	None	None	2 Part-time	New Mexico Governor's Conference on Tourism and Travel	April
NY	I Love New York	None	London to represent New York in all European Countries.	None	None	N/A
NC	Variety Vacationland	None	Dusseldorf, West Germany	None	The Governor's Conference on Travel and Tourism	February
ND	North Dakota: The Great Way. Get Together The Great Way.	None	The Old West Regional Commission Office - Frankfurt, West Germany	None	Discover North Dakota Travel Conference	November
OHIO	Travel Ohio	None	None	2 Full-time	Ohio Travel Conference	Unknown (Probably November)
OKLA.	"Trips on A Tank Full". Visit Oklahoma - Right in your own backyard.	None	None	2 Full-time	Governor's Conference on Tourism and Recreation	February 20 - 21
OREG.	Oregon, One Big Suprise After Another	None	None	None	Oregon Travel Conference	April 9 - 11

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are Located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Number in State Travel Office Assigned to Encourage Travel-Related Investment	5. Official Name of Periodic State Travel Conference	6. When Was It/ Will It Be Held in 1979?
PENN.	To be announced	None	None	None	Co-sponsor Travel Pennsylvania Workshops with private sector (Travel Pennsylvania Association, Pennsylvania Travel Industry Advisory Council).	April and October
RI	"The Ocean State"	New England Vacation Center New York City*	None	None	None	N/A
SC	"You Couldn't Have Seen All Of Me". "See More Of South Carolina".	None	None	1 Full-time	Governor's Conference on Travel	February or March
SD	Roam Free in South Dakota*	None	None	None	Governor's Tourism Conference	October 8
TENN.	"Follow Me To Tennessee". "Lets Go Tennesseeing".	None	None	None	Governor's Conference on Tourism	December 6 - 7
TEXAS HWYS.	"Texas, Land Of Contrast"	None	None	None	Texas Travel Counselors Conference*	April 23 - 26, 1979 Mid - April, 1980
TEXAS TOUR.	Texas -- There's Still More To Explore!	None	None	None	Texas Conference on Travel Development	September 20 - 21
UTAH	Best Of The West! (Out-of-State) Rediscover Utah! (In-State)	None	None	None	None	N/A
VT	Vermont . . . Naturally	New York City*	Montreal, P.Q. Canada Geneva, Switzerland	None	None	N/A
VA	Virginia Is For Lovers	New York City Washington, D.C.	None	None	None	N/A
WASH.	Picturesque Washington	None	Singapore	None	Governor's Travel Conference	October 24 - 25
WV	"The Hills Are Alive"	None	None	1 Full-time	Governor's Conference on the Travel Industry	March
WISC.	Get To Know Us Better	Chicago	None	None	Co-operate in Governors Conference on Tourism	October
WYO.	Big Wyoming - Picture Perfect. Hey, Get Away To Big Wyoming. Wyoming Is Hi! Country. Wyoming Is What America Was.	None	None	None	Wyoming Conference on Tourism alternates with Tri-State Travel Forum*	May
AMER. SAMOA						
GUAM	"Guam, U.S.A., Where America's Day Begins"	None	Tokyo, Japan	None	None	N/A
NO. MARI.	Northern Marianas: America's Newest Frontier	None	None	None	None	N/A

GENERAL PROMOTION (Continued)

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are Located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Number in State Travel Office Assigned to Encourage Travel-Related Investment	5. Official Name of Periodic State Travel Conference	6. When Was It/ Will It Be Held in 1979?
PUERTO RICO	It Takes A Great Island To Deliver A Great Vacation	New York City Miami Los Angeles Chicago	Ontario, Canada Frankfurt, West Germany Madrid, Spain	None	None	N/A

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
ALA.	(800) 633-5761	
ALASKA	None**	*Sponsored by AVA - the private sector trade Association of the Alaska Visitor Industry. **We are now reviewing proposals for the provision of this service.
ARIZ.	N/A*	*This information will not be available until after September 15, 1979.
ARK.	1 (800) 482-8999 (in-state) 1 (800) 643-8383 (out-of-state)	
CALIF.	None	*We endorse and support the Western Tourism Conference, operated by the California Association of Convention and Visitor Bureaus.
COLO.	(800) 525-3083*	*This telephone number is only used for the general public during floods, droughts, fuel shortages, etc. During normal times, we limit it to travel writers and travel agents.
CONN.	(800) 842-7492 (in-state) (800) 243-4688 (New York, New Jersey, Maine Massachusetts, Rhode Island, Vermont, and New Hampshire	*We share the New England Vacation Center with the Other New England States. **Last State travel conference was held in 1973. Promotion efforts also include: First tourism film in 10 years, State-wide slide presentation, Developing regional tourist councils, New Welcome Center at Bradley-International Airport, Joint New England promotion under auspices of New England Regional Commission, Joint New England-Eastern Canadian provinces promotion, and New effort to attract motion picture and television production on Connecticut locations.
DEL.	(800) 441-8846	
D.C.	None	
FLA.	(800) 874-8660*	*Maintain gasoline information toll-free information service through September 7, 1979. Strong participation in trade and consumer shows.
GA	None	
HAWAII	None	
IDAHO	None	
ILL.	(800) 252-8987 (in-state) (800) 637-8560 (For Minnesota, Iowa, Missouri Tennessee, Wisconsin, Kentucky, Ohio, Indiana, and Michigan)	Our toll-free number is called the "Illinois TraveLine," and is a 2 minute recorded message which gives fuel availability through the state and highlights special events (provides dates, time, place, entertainment, etc. of events). This line is in operation 24 hours per day, 7 days per week.
IND.	None	
IOWA	None	*Seven Workshops will be held in seven travel regions.
KAN.	None*	*During the summer of 1979 we had a toll-free telephone number for gasoline and travel information. This was terminated in August, 1979.
KY	None	
LA	None	
MAINE	None	*Co-operate with other New England States in New England Vacation Center. **Co-operate with other states.
MD	(800) 492-7126 (in-state) (800) 638-5252 or (800) 638-5253 (out-of-state)	
MASS.	None	*This is a joint office with other New England States.
MICH.	1 (800) 292-2520 (in-state) 1 (800) 248-5700 (out-of-state)	
MINN.	(800) 652-9747 (in-state) (800) 328-1410 (Limited to: North Dakota, South Dakota, Kansas, Nebraska, Iowa, Illinois, Missouri, Wisconsin and Michigan)	
MISS.	None	
MO	(800) 392-0711 (in-state) (800) 325-0733 (In 11 states surrounding Missouri)*	*A recorded message on gasoline availability and selected events is upcoming.

GENERAL PROMOTION (Continued)

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
MONT.	(800) 548-3390	
NEB.	(800) 742-7595 (in-state)* (800) 228-4307 (out-of-state)*	*For gasoline availability and other travel related information.
NEV	1 (800) 634-6333* (702) 737-6777**	*For gas information only; limited to Arizona, Utah, and California. **For gas information only; limited to Las Vegas.
NH	(800) 258-3608* (603) 224-2525**	*This telephone is currently used solely for gas availability information in New Hampshire and can be used by anyone in Massachusetts, Vermont, Maine, Connecticut, Rhode Island and Eastern New York. **Anyone in New Hampshire or elsewhere in the country has to dial a toll number for the same information (gas, fall foliage in September and October and Skiing in winter months).
NJ	None	
NM	(800) 545-9876 (General Information) (800) 545-2040 (Specific information for travel agents and tour operators)	We are also involved in cooperative advertising programs with Ski New Mexico, New Mexico Broadcasters' Association, Hotel/Motel Association, and New Mexico Restaurant Association.
NY	(800) 342-3810 (in-state)	
NC	None	
ND	1 (800) 472-2100 (in-state) 1 (800) 437-2077 (National)	
OHIO	(800) 282-1085 (in-state) (800) 848-1300 (out-of-state)	
OKLA.	(800) 522-8565	Division provides public relations and publicity for all Divisions of Department, especially parks, resorts, planning and development through media contacts, advertising, Oklahoma Today magazine, newsletter, speakers bureau, nine visitor information centers, and a travel information center for literature distribution. Assists Department in solicitation of film and television producers for locating production in Oklahoma. Also works with Governor's Office on "Keep Oklahoma Beautiful" program and "Friendship Force". During 1979 we are actively supporting "Will Rogers Centennial Celebration".
OREG.	(800) 547-4901	State contracts with the Oregon Hospitality and Visitors Association for specialized tourist promotion efforts with travel agencies, tour operators, airlines, etc. This includes the WATS line number at left.
PENN.	None	
RI	(800) 556-2484 (Maine through Virginia except Rhode Island)	*This is a joint office with other New England States.
SC	None	
SD	(800) 843-1930 (Continental U.S. except South Dakota)	*Our current travel promotion theme will be changed during the 1980's spring season.
TENN.	None	
TEXAS HWYS.	None	*It is held concurrently with annual meeting of Discover Texas Association. State, AAA and city travel counselors meet jointly with operators/representatives of the state's commercial, regional and municipal tourist attractions/destinations.
TEXAS TOUR.	None	
UTAH	(800) 453-5794 (800) 453-5795	24 hour state wide fuel information available and a ten state fuel report on toll free lines.
VT	None	*This is a joint office with other New England States.
VA	None	
WASH.	None	
WV	1 (800) 624-9110	

GENERAL PROMOTION (Continued)

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
WISC.	(800) 362-9566 (in-state) (800) 356-9508 (Surrounding four states: Michigan, Minnesota, Iowa and Northern Illinois.)	The 15 familiarization tours were done in cooperation with the Upper Great Lakes Regional Commission. We operated a demonstration office at Ashland through UGLRC. Recommending office become permanent.
WYO.	None**	*Our first Tri-State Travel Forum held in May of 1979 with Montana and Idaho, was very successful, but its future is uncertain. **We do have a toll-free telephone number for the use of travel writers, travel agents, media, tour brokers, AAA, airlines and other travel professionals. It is not for the general public.
AMER. SAMOA		
GUAM	None	
NO. MARI.	None	
PUERTO RICO	None	

PRESS AND PUBLIC RELATIONS

State	1. Name of Public Relations or Press Information Officer	2. In What Organization Is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is It Circulated to the Public?	7. Number of Press or Travel Writers Tours Conducted in 1978	8. How Many Are Planned for 1979?
ALA.	Robert Hardy Editorial Division Director	Travel office	No	Travel	Monthly	Yes	4 (Approximately)	3 to 4
ALASKA	Diana Murphy Information Officer	Travel office	Yes	Travel Market Trends	Monthly	Yes	5	18
ARIZ.	Paul Schafer Assignment Editor	Travel office	Yes	None	N/A	N/A	64	70
ARK.	Mary Dee Terry Editorial Director	Travel office	Yes	Travelin' Arkansas	Bimonthly	Yes	5 to 10	5 to 10
CALIF.	Frank Lanza Communications Manager	Travel office	Yes	Newsletter	Quarterly	No (Industry Only)	4	10
COLO.	Gregg Chancellor Information Chief	Travel office	Yes	None	N/A	N/A	None	Unknown
CONN.	Anthony A. Davenport Chief, Communications Division	Other division: Communications	Yes	Travel Newsletter	Annually	No (To trade only)	10	12
DEL.	Vacant	Travel office	Yes	No Title As Yet	Quarterly	No	4	10
D.C.	Joan Allen Director of Visitor Marketing	Travel office	Yes	None	N/A	N/A	None (Assisted U.S.T.S., air, rail and bus sponsored groups)	None
FLA.	Gary Smith Chief, Bureau of Tourism Publicity	Travel office	Yes	Sunliner	Monthly	Yes	4	6
GA.	Hanna Ledford Publications and Public Relations Officer	Travel office	Yes	Georgia	Quarterly	Yes	6	6
HAWAII	V.G. Jerry Panzo Director, Information Services	Travel office	Yes	President's Newsletter	Monthly	Yes	5	5 (SATW Convention here in 1979)
IDAHO	Dorine Goertzen Information Specialist II	Travel office	No	Travel News, Views, and Reviews	6 times per year	No (To travel Industry)	None	1
ILL.	Gojan Nikolich Public Relations Manager	Travel office	50-50	Directions	Quarterly	No	1	2*
IND.	Jan Powell Director, Public Information Office	Other division: Public Information	No	None	N/A	N/A	2	2
IOWA	Phil Morgan Director, Public Information Division	Other division: Public Information	No	Iowa Regional Travel Newsletter	Quarterly	No	2	Unknown
KAN.	Richard Shank Informational Representative	Travel office	No	Kansas. . . "Land of Ah's"	6 times per year	Yes (Primarily to industry people)	None	1
KY.	Janice Birdwhistell Supervisor, Public Relations	Travel office	Yes	Kentucky Travel News	Bimonthly	Yes	6	6

PRESS AND PUBLIC RELATIONS (Continued)

State	1. Name of Public Relations or Press Information Officer	2. In What Organization Is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is It Circulated to the Public?	7. Number of Press or Travel Writers Tours Conducted in 1978	8. How Many Are Planned for 1979?
LA	Gene Crotini Director of Communi-cations	Travel office	Yes	Louisiana	Quarterly	Yes	8	12
MAINE	Bruce Taylor Vice President, Travel Marketing	Travel office	Yes	Maine Pub-licity Bureau News-letter	8 to 10 times per year	No	None	20
MD	H.L. Crise Maryland Travel Scene Mianna S. Jopp Public Affairs Specialist	Travel office	Yes	Maryland Tra-vel Scene	Monthly	No	7	8
MASS.	Paul Spaulding Assistant Director	Travel office	Yes	None	N/A	N/A	None	None
MICH.	Sue Callaway Publicity Director	Travel office	No	Commerce Regis-ister (Depart-ment Wide Newsletter)	Monthly	Yes	40 Travel/out-door writers taken on trips	40 to 50
MINN.	Chuck Lennon Information Officer	Travel office	No	Tourism News	Monthly	No	8	10
MISS.	Ginger Ditto Media Specialist	Other division: Public Affairs	No	None	N/A	N/A	None	None
MO	Steve Kappler Public Infor-mation Of-ficer	Travel office	No (not neces-sarily)	Missouri	Monthly	Yes	4	4 to 6
MONT.	Lynne M. Albright Administrative Assistant	Travel office	Yes	None	N/A	N/A	None	2
NEB.	Don Atwater Public Infor-mation Director	Other division: Administra-tion	No	Nebraska Now	Monthly	Yes	None	Unknown
NEV.	Doris Beatty Management Analyst	Travel office	Yes	Nevada News-letter*	Quarterly	Yes	8	None
NH	None	N/A	Yes	None	N/A	N/A	Tours for Press are conducted by Private in-dustry although we cooperate	N/A
NJ	Joseph Clayton Public Informa-tion Director	Other division: Department of Labor and Industry	No	None	N/A	N/A	None	2 to 3
NM	Michael E. Pitel Information Specialist 3	Travel office	Yes	None	N/A	N/A	None	None
NY	Bern Rotman Deputy Commissioner	State Informa-tion	No	Tourismemo	Quarterly	No	None	None
NC	Paul Phillips Travel Editor	Travel office	Yes	The Travel Bulletin	Monthly	Yes	4	Unknown
ND	Kenneth Jorgensen Public Informa-tion Specialist	Travel office	Yes	North Dakota Travel News	Monthly	Yes	None	2
OHIO	Robert Stockdale Media Coordinator	Travel office	No	None	N/A	N/A	None	One statewide plus 9 re-gional tours
OKLA.	Joe Lawhead Manager, Tourism Programs	Travel office	No	Olkahoma Tour-ism News	Quarterly	Yes	3	5

PRESS AND PUBLIC RELATIONS (Continued)

State	1. Name of Public Relations or Press Information Officer	2. In What Organization Is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is It Circulated to the Public?	7. Number of Press or Travel Writers Tours Conducted in 1978	8. How Many Are Planned for 1979?
OREG.	Frank Howard Assistant Manager	Travel office	Yes	Oregon Travel Talk	4 to 6 times a year	Yes	None	4 to 6
PENN.	Samuel B. Rogers Chief, Publicity and Information	Travel office	No	Penn Points	Monthly	Yes (Only by request)	None	None
RI	David C. DePetrillo Public Information Officer	Other division: Public Information	Yes	None	N/A	N/A	6	6
SC	Cherie Had Director, National News and Information	Travel office	No	Infogram	No set schedule	Yes	5	10
SD	Mark A. Young Assistant State Travel Director	Travel office	Yes	South Dakota "Traveler"	Monthly	No	3	3
TENN.	Don Wick Assistant Director of Advertising	Travel office	No	The Traveler	Monthly	No	Cooperated in 5	4
TEXAS HWYS.	Richard H. Pierce Editor Tourist Literature	Travel office	No	Texas Travel Log	Monthly	Yes	N/A	N/A
TEXAS TOUR.	Elmer C. Whiddon, Jr. Chief of Media Relations	Travel office	Yes	Newsletter of Texas Tourist Development Agency	Monthly	Yes	5	6
UTAH	Rob Nordin Assistant Director/ Administration	Travel office	We try to reach both in-state and out-of-state	Utah Traveler	Bimonthly	Yes (Only by request)	6	12
VT	Lis Keim Information Officer	Travel office	Yes	None	N/A	N/A	4	6
VA	Duties shared by administrative Staff members	Travel office	Yes	Travelog	Monthly	Yes	34*	30*
WASH.	Yes	Information for the Department	Yes	None	N/A	N/A	3	3
WV	Mary Cobb Writer	Advertising Communications	Yes	None	N/A	N/A	2	2
WISC.	Robert Green Promotion Supervision	Travel office	Yes	Travel Talk	Monthly	Yes	15	Unknown
WYO.	Ernest C. Over Chief, News and Information	Travel office	Yes (Feature stories out-of-state) Also, many press releases in-state.	Travelog	Monthly	No (Special mailing list of about 2,500)	5	5
AMER. SAMOA	None							
GUAM	Vacant Publicity Specialist	Travel office	Yes	I Haligen Pasaheru	Quarterly	Yes	20	30
NO. MARI.	None	N/A	Yes	None	N/A	N/A	100	150
PUERTO RICO	Nestor Carbonell Public Relations Officer	Travel office	Yes	Turinoticias (Spanish) Puerto Rico News (English)	Bimonthly	No	Unknown	Unknown

PRESS AND PUBLIC RELATIONS (Continued)

State	9. Name of Travel-Related Publications	10. Frequency Published	11. Name of Other State Agency Responsible for Publication, if Applicable	12. Are copies Distributed Free-of-Charge?	13. Paid Advertising Permitted in State Developed/ Distributed Brochures?	14. Additional Comments
ALA.	Calendar of events	Biannually	Alabama Development Office	Yes	No	Put out numerous press releases (along with pictures) on individual attractions and events.
	Hotel/motel directory	Annually	State Printing Office	Yes		
	Campground directory	Annually	State Printing Office	Yes		
	State park/ recreation directory	Annually	Alabama Development Office	Yes		
	Highway maps	Annually	State Printing Office	Yes		
	Posters	Biannually		Yes		
ALASKA	Calendar of events	Annually		Yes	Yes**	*To travel trade only **This has not been allowed in prior years. It will be effective as of 1980 promotion year beginning June 1, 1979.
	Hotel/motel directory	Annually		Yes		
	Campground directory	Annually		Yes		
	State/park recreation directory		Alaska State Division of Parks	Yes		
	Highway maps	Not presently	May resume in FY 81			
	Posters	As needed		Yes*		
ARIZ.	Calendar of events	Semiannually		Yes	No	
	Hotel/motel directory	Annually	Arizona Hotel and Motel Association	Yes		
	Campground directory	Biennially		Yes		
	State park/ recreation directory	Only when new parks are needed	Arizona State Parks Board	Yes		
	Highway maps	Annually	Arizona Highways Magazine	Yes		
	Posters	Limited Distribution		Yes		
ARK.	Calendar of events	Annually		Yes	Yes	
	Hotel/motel directory	Annually		Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually		Yes		
	Highway maps	Annually	Arkansas Highway Department	Yes		
	Posters	As needed		No		
CALIF.	Calendar of events	Annually		Yes	No	We expect to appoint a communications firm in Fiscal Year 79-80, to further develop media and news efforts. Additional brochures and publications will be developed this year by our Office.
	Hotel/motel directory	Annually	California Hotel and Motel Association	Yes		
	Campground directory	Annually	Department of Parks and Recreation	No		
	State park/ recreation directory	Annually	Department of Parks and Recreation	No		
	Highway maps	Annually		Yes		
	Posters		City Visitors and Convention Bureaus	Yes		
COLO.	Calendar of events	Quarterly		Yes	No	We work closely with travel writers, editors and travel agents.
	Highway maps	Annually	Department of Highways	Yes		
	Posters	No Schedule		Yes		
CONN.	Calendar of events	Quarterly		Yes	No	*This is in addition to the state directory. We retain the Public Relations form of Sontheimer and Company, 445 Park Avenue, New York, NY 10022 for out-of-state public relations and promotion. In-state editorial services and press relations are handled by the Tourism Division and Communications Division.
	Hotel/motel directory	Annually	Connecticut Hotel and Motel Association*	Yes		
	Campground directory	Annually	Connecticut Campground Owners Association	Yes		
	State park/ recreation directory	Annually	Connecticut Department of Environmental Protection	Yes		
	Highway maps	Annually		Yes		
	Posters	As needed		Yes		

PRESS AND PUBLIC RELATIONS (Continued)

State	9. Name of Travel-Related Publications	10. Frequency Published	11. Name of Other State Agency Responsible for Publication, If Applicable	12. Are copies Distributed Free-of-Charge?	13. Paid Advertising Permitted in State Developed/ Distributed Brochures?	14. Additional Comments
DEL.	Calendar of events	Semiannually		Yes	No	The Delaware State Travel Service funds in whole or in part the publications produced by other agencies or associations.
	Hotel/motel directory	Annually	Delaware Travel Council	Yes		
	Campground directory	Annually	Delaware Campground Owner Association	Yes		
	State park/ recreation directory	Annually	Department of Natural Resources	Yes		
	Highway maps	Annually	Department of Transportation	Yes		
	Posters	No Schedule		Yes		
D.C.	Calendar of events	Quarterly		Yes	No	We also publish a Dining Guide, Convention Services Guide, Group Tours Planner, Official Washington, D.C. Guide annually and a Hotel-Convention Facilities Guide biennially. All of these are distributed free of charge.
	Hotel/motel directory	Annually		Yes		
	Posters	Every Other Year		Yes		
FLA.	Calendar of events	Annually		Yes	No	We also distribute: International Guide to Florida, Quarterly Calendar of Events, Grapefruit League Schedule, Conventionally Speaking (Convention solicitation).
	Hotel/motel directory	Annually	Florida Hotel and Motel Association	Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually	Department of Natural Resources	Yes		
	Highway maps	Annually		Yes		
	Posters	Annually		Yes		
GA	Calendar of events	Semiannually		Yes	No	
	Hotel/motel directory	Annually	Georgia Hospitality and Travel Association	Yes		
	Campground directory	As needed		Yes		
	State park/ recreation directory	As needed		Yes		
	Highway maps	As needed	Georgia Department of Transportation	Yes		
	Posters	As needed		Yes		
HAWAII	Calendar of events	Biannually		Yes	No	
	Hotel/motel directory	Annually		Yes		
	State park/ recreation directory		State Department of Land and Natural Resources	Yes		
	Posters	As needed		Yes		
IDAHO	Calendar of events	Quarterly		Yes	No	
	Hotel/motel directory	Annually	Innkeeper's Association	Yes		
	Campground directory	1 time only	Water Resources Board; Fish and Game; Parks and Recreation; BLM; Highways.	Yes		
	State park/ recreation directory	1 time only		Yes		
	Highway maps	Annually	Department of Transportation	Yes		
	Posters	1 time only		Yes		
ILL.	Calendar of events	Semiannually		Yes	No	*Plus individual assistance to selected writers. Weekly radio shows are done by Tourism personnel on regular schedule. Travel feature column with office of Tourism byline appears in 115 dailies and weeklies throughout states during the peak travel season.
	Hotel/motel directory	Annually	Published by Hotel and Motel Association with State tourism matching funds	Yes		
	Campground directory	Biannually		Yes		
	State park/ recreation directory	Annually	Department of Conservation	Yes		
	Highway maps	Annually	Department of Transportation	Yes		
	Posters	Periodically		Yes		

PRESS AND PUBLIC RELATIONS (Continued)

State	9. Name of Travel-Related Publications	10. Frequency Published	11. Name of Other State Agency Responsible for Publication, If Applicable	12. Are copies Distributed Free-of-Charge?	13. Paid Advertising Permitted in State Developed/ Distributed Brochures?	14. Additional Comments
IND.	Calendar of events	Semiannually		Yes	No	*In cooperation with our Tourism Department.
	Campground directory	Biannually		Yes		
	State park/ recreation directory	Semiannually	Department of Natural Resources*	Yes		
	Highway maps	Annually	State Highway Commission	Yes		
	Posters	Annually		Yes		
IOWA	Calendar of events	3 times per year		Yes	No	
	Hotel/motel directory	As needed	Hotel and Motel Association	Yes		
	Campground directory	As needed	Iowa Private Campground Owners Association	Yes		
	State park/ recreation directory	As needed	State Conservation Commission	Yes		
	Highway maps	Annually	State Department of Transportation	Yes		
	Posters	As needed		Yes		
KAN.	Calendar of events	Annually		Yes	No	
	Hotel/motel directory	Annually		Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually	Kansas Park and Resources Authority	Yes		
	Highway maps	Annually	Kansas Department of Transportation	Yes		
KY	Calendar of events	Annually		Yes	No	
	Hotel/motel directory	Annually	Hotel and Motel Association	Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually		Yes		
	Highway maps	Annually		Yes		
	Posters	Annually		Yes		
LA	Calendar of events	Quarterly		Yes	No	
	State park/ recreation directory	Annually	Office of State Parks	Yes		
	Highway maps	Annually	Department of Transportation	Yes		
	Posters	Periodically		Yes		
MAINE	Calendar of events	Quarterly		Yes	Yes	
	Hotel/motel directory	Annually		Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Every 18 months		Yes		
	Highway maps	Annually	Department of Transportation	Yes		
	Posters	As needed		Yes		
MD	Calendar of events	Biannually		Yes	No	
	Hotel/motel directory	Annually		Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually	Department of Natural Resources	Yes		
	Highway maps	Annually	Department of Transportation	Yes		
	Posters	Periodically		Yes		

PRESS AND PUBLIC RELATIONS (Continued)

State	9. Name of Travel-Related Publications	10. Frequency Published	11. Name of Other State Agency Responsible for Publication, If Applicable	12. Are copies Distributed Free-of-Charge?	13. Paid Advertising Permitted in State Developed/ Distributed Brochures?	14. Additional Comments
MASS.	Calendar of events	Annually		Yes	No	
	Hotel/motel directory	Annually		Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually		Yes		
	Highway maps	Annually		Yes		
	Posters	Annually		Yes		
MICH.	Calendar of events	Biannually		Yes	No	
	State park/ recreation directory	Biennially	Department of Natural Resources	Yes		
	Highway maps	Biennially	Department of Transportation	Yes		
	Posters	As needed				
MINN.	Calendar of events	Biannually		Yes	No	Also print: Plant Tours of Minnesota, Winter Guide, Fall Brochure, Farm Vacations, Houseboat Vacations, Rocklanding, Minnetours, and the overall Publication "Minnesota Lakes and a Whole Lot More."
	Hotel/motel directory	Annually	Private Organization	Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually	Department of Natural Resources	Yes		
	Highway maps	Biennially	Department of Transportation	Yes		
	Posters	As needed		Yes		
MISS.	Calendar of events	Biannually		Yes	No	Program responsibility will be shifted to Tourism Division on February 1, 1980.
	Hotel/motel directory	Annually		Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually		Yes		
	Highway maps	As needed		Yes		
	Posters	As needed		Yes		
MO	Calendar of events	Quarterly		Yes*	No	*The distribution of our publication is closely controlled. ** It is published in conjunction with our State of ... as part of a travel guide.
	Hotel/motel directory	Annually	Private sector (Travel office distributes)	Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually	Department of Natural Resources**	Yes		
	Highway maps	Annually	State Highway Department (Travel office distributes)	Yes		
	Posters	As needed		Yes		
MONT.	Calendar of events	Biannually	Montana Chamber	Yes	No	We do monthly press releases and press kits in the Spring and Winter.
	Campground directory	Biennially	Travel Promotion Unit	Yes		
	State park/ recreation directory	Annually	Department of Wildlife and Parks	Yes		
	Highway maps	Annually	Travel Promotion Unit	Yes		
	Posters	Annually	Travel Promotion Unit	Yes		
NEB.	Calendar of events	Semiannually		Yes	No	
	Hotel/motel directory	Annually	Nebraska Lodging Association	Yes		
	Campground directory	Annually	Game and Parks Commission	Yes		
	State park/ recreation directory	Annually	Game and Parks Commission	Yes		
	Highway maps	Annually	Department of Roads	Yes		

PRESS AND PUBLIC RELATIONS (Continued)

State	9. Name of Travel-Related Publications	10. Frequency Published	11. Name of Other State Agency Responsible for Publication, If Applicable	12. Are copies Distributed Free-of-Charge?	13. Paid Advertising Permitted in State Developed/ Distributed Brochures?	14. Additional Comments
NEV.	Calendar of events	Monthly	Department of Economic Development, Nevada magazine	Yes	Yes	*In the past, Nevada Newsletter included tourism and economic development. In the future, these two issues will be addressed separately.
	Hotel/motel directory			Yes		
	Campground directory			Yes		The Department of Economic Development will also be publishing a "Nevada Aeronautical Chart," for which there will be a charge.
	State park/ recreation directory		Department of Economic Development and State Parks agency	Yes		
	Highway maps	Every 4 years	Highway Department	Yes		
NH	Calendar of events	Annually		Yes	No	
	Hotel/motel directory	Annually	Council of Regional Associations	Yes		
	Campground directory	Annually	New Hampshire Campground Owners Association	Yes		
	State park/ recreation directory	Biennially		Yes		
	Highway maps	Annually		Yes		
	Posters	Irregularly		No		
NJ	Calendar of events	Monthly and Annually		Yes	No	
	Hotel/motel directory	Annually	New Jersey Hotel and Motel Association	Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually	New Jersey Department of Environmental Protection	Yes		
	Highway maps	Biannually	New Jersey Department of Transportation	Yes		
	Posters	Annually	To be determined			
NM	Calendar of events	Biannually		Yes	Yes	Some brochures have trade association inserts. Advertising is an integral part of New Mexico Magazine.
	State park/ recreation directory	Irregularly		Yes		
	Highway maps	Irregularly	Cooperative with State Highway Department	Yes		
	Posters	Irregularly		No		
NY	Calendar of events	3 to 4 times Annually		Yes	No	
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually	State Office of Parks and Recreations	Yes		
	Highway maps	Annually		Yes		
	Posters	3 to 4 times Annually		Yes		
NC	Calendar of events	Annually		Yes	No	
	Hotel/motel directory	Annually		Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually		Yes		
	Highway maps	Annually		Yes		
	Posters	Annually		Yes		
ND	Calendar of events	Quarterly		Yes	No	North Dakota publishes annual press kits with quarterly updates, weekly release features. The Division also publishes an interstate motorist services guide.
	Hotel/motel directory	Annually	North Dakota Hospitality Association	Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually		Yes		
	Highway maps	Annually		Yes		
	Posters	Periodically		Yes		

PRESS AND PUBLIC RELATIONS (Continued)

State	9. Name of Travel-Related Publications	10. Frequency Published	11. Name of Other State Agency Responsible for Publication, If Applicable	12. Are copies Distributed Free-of-Charge?	13. Paid Advertising Permitted in State Developed/ Distributed Brochures?	14. Additional Comments
OHIO	Calendar of events	3 times Annually		Yes	No	
	Hotel/motel directory	Annually		Yes		
	State park/ recreation directory	Annually	Department of Natural Resources	Yes		
	Highway maps	Annually	Department of Natural Resources	Yes		
OKLA.	Calendar of events	Annually		Yes	No*	*Brochures distributed by Countries and Lakes Associations partially funded by state money do carry paid advertising, but no brochures printed by the Oklahoma Tourism and Recreation Department have paid advertising. Making a concentrated effort during 1979 to greatly expand media exposure.
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually		Yes		
	Highway maps	Annually	Department of Transportation	Yes		
	Posters	Periodically		Yes		
OREG.	Calendar of events	3 times Annually		Yes	No	
	Hotel/motel directory	Annually	Oregon Motel/Motel Association	Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually		Yes		
	Highway maps	Annually		Yes		
	Posters	Biennially		Yes		
PENN.	Calendar of events	Quarterly		Yes	No	
	State park/ recreation directory	Annually	Department of Environmental Resources Bureau of State Parks	Yes		
	Highway maps	Annually	Pennsylvania Department of Transportation	Yes		
RI	Calendar of events	Annually		Yes	No	*Hotel/motel directory published as part of Calendar of events. **State park/recreation directory published as part of Calendar of events and Highway maps.
	Hotel/motel directory*	Annually		Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory**	Annually		Yes		
	Highway maps	Annually		Yes		
	Posters	Annually		Yes		
SC	Calendar of events	Annually		Yes	No	
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually		Yes		
	Highway maps	Annually		Yes		
	Posters	Periodically		No		
SD	Calendar of events	Annually		Yes	Yes	
	Hotel/motel directory	Annually		Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually	Department of Game, Fish and Parks	Yes		
	Highway maps	Annually		Yes		
	Posters	Annually		Yes		

PRESS AND PUBLIC RELATIONS (Continued)

State	9. Name of Travel-Related Publications	10. Frequency Published	11. Name of Other State Agency Responsible for Publication, If Applicable	12. Are copies Distributed Free-of-Charge?	13. Paid Advertising Permitted in State Developed/ Distributed Brochures?	14. Additional Comments
TENN.	Calendar of events	Quarterly		Yes	No	We do a Newsletter for: Welcome Centers and Desk Personnel at State Parks, Travel Agents, Tour Brokers. Weekly Travel feature mailed to in-state media and travel publications. Code-A-Phone used on weekends, and weekly radio feature sent.
	Hotel/motel directory	Annually		Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually		Yes		
	Highway maps	Annually		Yes		
TEXAS HWYS.	Calendar of events	Semiannually		Yes	No	*Regarding the "state park/ recreation directory," our 160-page state travel guide includes descriptions and facilities chart for all state parks plus listings of all other scenic, historical and recreational attractions in Texas that are accessible to the public. We also publish Texas Highways Magazine (monthly), the state's official travel magazine, which is available only by subscription. Circulation as of July 1979: 151,241
	Campground directory	Annually		Yes		
	State park/ recreation directory*	Annually		Yes		
	Highway maps	Annually		Yes		
	Posters	2 to 4 times Annually		Yes		
TEXAS TOUR.	None*	N/A*	N/A*	N/A*	N/A*	*See separate response of Texas State Highway Department for this information.
UTAH	Calendar of events	Monthly* Annually*		Yes	No	*There are two separate "Calendar of Events" published.
	Hotel/motel directory	Annually	Utah Innkeepers Association	Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Annually		Yes		
	Highway maps	Annually	Utah Department of Transportation	Yes		
	Posters	As needed		Yes		
VT	Calendar of events	Quarterly		Yes	Yes*	*It is limited in size and content to selected publications.
	Hotel/motel directory	Annually		Yes		
	Campground directory	Annually	Forests and Parks Department	Yes		
	State park/ recreation directory	Annually	Forests and Parks Department	Yes		
	Highway maps	Annually		Yes		
	Posters	Annually		No		
VA	Calendar of events	Annually	Virginia State Chamber of Commerce	Yes	No	*Tours by individuals writers, or husband wife team, sponsored by Virginia State Travel Service.
	Hotel/motel directory	Annually	Virginia Travel Council	Yes		
	Campground directory	Annually	Virginia Travel Council	Yes		
	State park/ recreation directory	Annually	Virginia Division of State Parks	Yes		
	Highway maps	Annually	Virginia Department of Highways and Transportation	Yes		
	Posters	Annually		Yes		
WASH.	Calendar of events	Biannually		Yes	No	
	State park/ recreation directory	No schedule	Parks Department	Yes		
	Highway maps	No schedule	Department of Transportation	Yes		

PRESS AND PUBLIC RELATIONS (Continued)

State	9. Name of Travel-Related Publications	10. Frequency Published	11. Name of Other State Agency Responsible for Publications, If Applicable	12. Are copies Distributed Free-of-Charge?	13. Paid Advertising Permitted in State Developed/ Distributed Brochures?	14. Additional Comments
WV	Calendar of events	Annually		Yes	No	Advertising and Communications conducted two tours.
	Hotel/motel directory	Annually		Yes		
	Campground directory	Annually		Yes		
	State park/ recreation directory	Biannually		Yes		
	Highway maps	Annually	Department of Highways	Yes		
	Posters	No schedule		No		
WISC.	Calendar of events	Annually		Yes	No	Other 1978-79 publications include: 28 page color promotional book, seven regional attraction brochures, canoe rentals and rivers guide, fishing brochure, sales guide for travel agents, ski and snowmobile guides, and a technical publication on ski trail development.
	State park/ recreation directory	Annually	Department of Natural Resources	Yes		
	Highway maps	Biannually	Department of Transportation	Yes		
	Posters	Biannually	In cooperation with paper companies or others	Yes		
WYO.	Calendar of events	Biannually		Yes	No	Other publications include: Big Wyoming Travel Guide (big picture book), WyomiGold (autumn vacations), Snowtime (skiing/snowmobiling), Regional Travel Guides (in depth narratives), Dude Ranch/Resort Directory, and Water Sports Directory.
	Hotel/motel directory	Biennially		Yes		
	Campground directory	Biennially		Yes		
	State park/ recreation directory	Biennially	Wyoming Recreation Commission	Yes		
	Highway maps	Annually	Wyoming Highway Department	Yes		
	Posters	On-going		Yes		
AMER. SAMOA	Calendar of events	Biannually		Yes		
GUAM	Calendar of events	As needed		Yes	No	Press kits including feature stories, black and white photos and color slides are distributed free of charge.
	Hotel/motel directory	As needed		Yes		
	Campground directory	As needed	Government of Guam Parks and Recreation	Yes		
	State park/ recreation directory	As needed	Government of Guam Parks and Recreation	Yes		
	Highway maps	As needed		Yes		
	Posters	As needed		Yes		
NO. MARI.	Calendar of events	Annually		Yes	No	
	Hotel/motel directory	Biannually		Yes		
	Posters	Biennially		Yes		
PUERTO RICO	Calendar of events	Monthly		Yes	Yes	
	Hotel/motel directory	Monthly		Yes		
	Posters	As available		Yes		

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College/University Faculty Member (Cost)	4. Employee in Another State Government Agency	5. Private Research Group Employed in Past 12 Months	6. Cost of Private Research
ALA.	Robert Hardy Editorial Division Director	No	Dr. James Adams Director of Marketing and Transportation Auburn University (N/A)	Ricky McLaney Research Supervisor Alabama Development Office	None	N/A
ALASKA	Robert M. Dindinger Marketing Coordinator	No	None (N/A)	None	Research Associates Honolulu, Hawaii	$22,000
ARIZ.	None	N/A	Dr. Tim Hogan Bureau of Business and Economic Research Arizona State University ($45,000)	None	None	N/A
ARK.	Jack Matthews Travel Research Director	Yes	None (N/A)	None	None	N/A
CALIF.	Pending Research Manager	Yes	None (N/A)	None	None	N/A
COLO.	Hal Haney Director, Office of Tourism	No	Dr. Charles Goeldner Director of Business Research University of Colorado-Boulder (N/A)	None	None	N/A
CONN.	None	N/A	None (N/A)	None	None	N/A
DEL.	Wendy Lindquist Travel Representative	Yes	None (N/A)	None	U.S. Travel Data Center Washington, D.C.	$2,000
D.C.	Joan Allen Director of Visitor Marketing	No	None (N/A)	None	None	N/A
FLA.	O.M. Stroud Manager, Research and Marketing	Yes	None (N/A)	None	Rife Market Research Miami, Florida	56,000
GA	Doug Weaver Assistant Director	No	Dr. Melvin R. Crask, Director Office of Leisure Studies and Tourism Small Business Development Center University of Georgia (18,100)	None	None	N/A
HAWAII	Evelyn K. Richardson Director of Research	Yes	None (N/A)	Staff Officer for Tourism Department of Planning and Economic Development	None	N/A
IDAHO	None	N/A	None (N/A)	None	None	N/A
ILL.	Mike Sprouse Research Economist Research Division	Yes	None (N/A)	None	None	N/A
IND.	Richard E. Williams, II Market Analyst	No	None (N/A)	None	U.S. Travel Data Center Washington, D.C.	9,200
IOWA	Nancy Ryerson Research Analyst	Yes	None (N/A)	None	U.S. Travel Data Center Washington, D.C.	9,900
KAN.	Elwin Niemann Chief, Economic Analysis Section, Department of Economic Development	No	None (N/A)	None	Oblinger-Smith Corporation Wichita, Kansas	35,000 (OMC grant)
KY	Dr. Allen Morris Deputy Commissioner Research and Business Development	Yes	None (N/A)	None	Reichman Associates New York, New York	67,000

RESEARCH (Continued)

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College/University Faculty Member (Cost)	4. Employee in Another State Government Agency	5. Private Research Group Employed in Past 12 Months	6. Cost of Private Research
LA	None	N/A	Dr. Nebel Director of School of Hotel, Restaurant and Tourism Administration University of New Orleans (None)	None	None	N/A
MAINE	None	N/A	None (N/A)	None	None	N/A
MD	None	N/A	None (N/A)	None	U.S. Travel Data Center Washington, D.C.	$ 2,400
MASS.	Francis J. Shaw Director Bureau of Vacation/ Travel	No	University of Massachusetts ($32,000)	None	None	N/A
MICH.	Split among 3 to 4 employees	No	None (N/A)	None	None	N/A
MINN.	Kirk Watson Director of Research Minneapolis, Minnesota	No	None (N/A)	None	Sippel Von Kuster, Inc. Minneapolis, Minnesota	40,000
MISS.	Fred Crumpton Statistics Analyst	No	None (N/A)	None	National Research Service Chicago, Illinois	N/A*
MO	Jim Wilson Research Specialist	Yes	None (N/A)	None	None	N/A
MONT.	None	N/A	None (N/A)	James W. Hahn Planning Bureau, Chief Department of Highways	None	N/A
NEB.	Thomas R. Doering Deputy Director, Division of Research	No (Accounts for roughly 2/3 of the time)	None (N/A)	None	None	N/A
NEV.	Doris Beatty Management Analyst	Yes	Dr. William Eddington School of Business University of Nevada, Reno (None)	None	Drs. Scullo and Dandurand University of Nevada Las Vegas, Nevada	70,000
NH	None	N/A	None (N/A)	None	None	N/A
NJ	John Geppert, Jr. Economic Analyst	Yes	Steven A. Salmore Associate Director, Eagleton Poll Rutgers University (76,000)	Arthur O'Neal Director Division of Planning and Research Department of Labor and Industry	None	N/A
NM	John R. Adams Assistant Director Tourism and Travel Division	No	Dr. Lee B. Zink Director, Institute of Applied Research Service University of New Mexico (None)	None	None	N/A
NY	None	N/A	None (N/A)	Craig Wakefield Associate Economist Division of Research and Statistics	Davidson and Peterson Associates New York, New York U.S. Travel Data Center Washington, D.C.	N/A
NC	None	N/A	None (N/A)	Charles Heatherly Assistant to Director North Carolina Economic Development Office	Dr. Lewis Copeland Knoxville, Tennessee	3,000
ND	None	N/A	None (N/A)	None	Candee Saueressig Advertising and Marketing Bismarck, North Dakota	2,500

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College/University Faculty Member (Cost)	4. Employee in Another State Government Agency	5. Private Research Group Employed in Past 12 Months	6. Cost of Private Research
OHIO	None	N/A	None (N/A)	Karen Conrad Director, Office of Research Department of Economic and Community Development	U.S. Travel Data Center Washington, D.C.	$ 8,800
OKLA.	None	N/A	Oklahoma State University ($15,000)*	None	National Center for Survey Research Los Angeles, California	3,800
OREG.	None	N/A	None (N/A)	Linda Apple Transportation Economist Transportation Policy and Program Development	None	N/A
PENN.	Stanley R. Beiter, Jr. Assistant Director	No	None* (N/A)	JoAnne Young Director, Bureau of Statistics, Research and Planning Pennsylvania Department of Commerce	None	N/A
RI	None	N/A	None (N/A)	None	None	N/A
SC	Ford Weeks Public Information Specialist	Yes	None (N/A)	None	ARC Research Columbia, South Carolina	9,000
SD	None	No	Dr. Jerry Johnson Director Business Research Bureau University of South Dakota (10,000)	None	Ublinger McCaleb Denver, Colorado	6,000*
TENN.	Betty Webb Assistant Director of Information	No	None (N/A)	None	Dr. John Thompson Memphis State University Memphis, Tennessee	50,000
TEXAS (WYO.)	Rosemary Williams Travel Research Coordinator	No	None (N/A)	None	None	N/A
TEXAS (TOUR.)	Ben F. Holub, Jr. Travel Promotion Specialist	No	None (N/A)	See Texas State Highway Department response	Henson, Hopkins and Shipley Austin, Texas U.S. Travel Data Center Washington, D.C.	27,000 25,400
UTAH	Rob Nordin Assistant Director/Administration	No	Dr. John Hunt Chairman Institute for the Study of Outdoor Recreation and Tourism Utah State University (N/A)	None	None	N/A
VT	George Donovan Chief of Research	Yes	None (N/A)	None	Laventhol and Horwath Boston, Massachusetts	29,000
VA	John M. Goodwin Director of Advertising	No	None (N/A)	None	U.S. Travel Data Center Washington, D.C. Martin Agency Richmond, Virginia	19,400 4,764
WASH.	Don Richardson	No	None (N/A)	Malcom Mathee Assistant Director of Research	None	N/A
WV	None	No	Dr. Cyril Logar College of Business and Research West Virginia University (15,000)	None	None	N/A
WISC.	None	N/A	None (N/A)	Roger Nacker Director Research Section, Department of Business Development	Bozell and Jacobs Milwaukee, Wisconsin	N/A

RESEARCH (Continued)

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College/University Faculty Member (Cost)	4. Employee in Another State Government Agency	5. Private Research Group Employed in Past 12 Months	6. Cost of Private Research
WYO.	None	N/A	Dr. Clynn Phillips Director Water Resources Research Institute University of Wyoming ($2,400)	Randy Lintz Research Assistant Department of Economic Planning and Development	Clynn Phillips and Associates Laramie, Wyoming	$ 1,750
AMER. SAMOA	Misi Tialavea Research Officer	Yes				
GUAM	None	N/A	None (N/A)	None	None	N/A
NO. MARI.	None	N/A	None (N/A)	None	None	N/A
PUERTO RICO	Bolivar Roman Director Office of Statistics and Economic Studies	No	None (N/A)	None	Puerto Rico Management and Economic Consultants, Inc. San Juan, Puerto Rico	42,500

State	7. Total 1978 In-State Expenditures by Travelers	8. This is For:	9. 1978 State Tax Receipts Attributable to Travel	10. This is For:	11. Number of Jobs Generated by Traveler Spending During 1978 Directly	Indirectly	12A. Number of Out-of-State Visitors in 1978	12B. Total Number of Travelers in Your State During 1978
ALA.	$ 1,730,000,000	All travelers	Unknown	N/A	288,000*		27,759,900	54,354,700
ALASKA	160,000,000 (Estimated)	Out-of-state pleasure visitors	$ 40,000,000 (Estimated)	Out-of-state pleasure visitors	7,000 (Includes both direct and indirect jobs)		430,000 (Pleasure visitors)*	Unknown
ARIZ.	3,400,000,000	All travelers	49,142,553 (Gas Use Tax) 122,160,171 (Sales Tax)	All travelers	71,614	119,375	Unknown	Unknown
ARK.	1,212,000,000	All travelers	96,960,000	All travelers	48,480	Unknown	Unknown	Unknown
CALIF.	Unknown	N/A	Unknown	N/A	Unknown	Unknown	Unknown	Unknown
COLO.	935,000,000	Out-of-state vacationists	71,085,425 (Vacation only)	Out-of-state vacationists	65,000	Unknown	9,819,000 (Vacationists)	Unknown
CONN.	725,000,000 (Estimated)	All travelers	25,663,000	All travelers	49,000 (Includes both direct and indirect jobs)		Unknown	16,000,000 (Total visits)
DEL.	313,600,000 (1977)	Out-of-state visitors	14,000,000 (1977)	Out-of-state visitors	15,000	15,000 (1977)	13,000,000 (1977)	Unknown
D.C.	1,000,000,000 (Estimated)	All travelers	35,000,000 (Estimated)	All travelers	44,000	Unknown	12,000,000	Unknown
FLA.	12,900,000,000	Out-of-state visitors	600,000,000	Out-of-state visitors	300,000	Unknown	34,000,000	Unknown
GA	2,900,000,000	All travelers	127,900,000	All travelers	175,200	Unknown	Unknown	68,700,000
HAWAII	2,188,000,000	Out-of-state visitors	300,000,000 (Estimated)	Out-of-state visitors	75,000 - 80,000* (Includes both direct and indirect jobs)		Unknown	Unknown
IDAHO	Unknown	N/A	Unknown	N/A	Unknown	Unknown	Unknown	Unknown
ILL.	Unknown	N/A	Unknown	N/A	Unknown	Unknown	Unknown	Unknown
IND.	Unknown	N/A	Unknown	N/A	Unknown	Unknown	Unknown	Unknown
IOWA	Unknown	N/A	Unknown	N/A	Unknown	Unknown	Unknown	Unknown
KAN.	Unknown	N/A	Unknown	N/A	Unknown	Unknown	Unknown	Unknown
KY.	1,400,000,000	All travelers	372,000,000	All travelers	110,509	Unknown	47,400,000	60,000,000
LA	2,250,000,000 (Estimated)	Out-of-state visitors	141,750,000 (Estimated state and local)	Out-of-state visitors	79,500 (Includes both direct and indirect jobs)		13,000,000	Unknown
MAINE	850,000,000	All travelers	55,000,000	All travelers	30,000	6,000	6,000,000	11,000,000
MD	1,753,900,000* (1976)	All travelers	86,500,000* (1976)	All travelers	62,800* (1976)	Unknown	Unknown	Unknown
MASS.	3,000,000,000	All travelers	135,000,000	All travelers	80,000	30,000	29,000,000	41,900,000
MICH.	4,700,000,000	All travelers	157,500,000	All travelers	143,800	69,000	21,000,000 - 24,000,000	52,000,000
MINN.	1,600,000,000	All travelers	115,000,000	All travelers	45,000	35,000* (Estimated)	4,000,000	8,200,000
MISS.	1,200,000,000	All travelers	Unknown	N/A	82,181			22,000,000
MO	2,800,000,000	All travelers	200,000,000	All travelers	230,000 (Includes both direct and indirect jobs)		18,000,000	30,000,000
MONT.	432,026,717	All travelers	Unknown	N/A	Unknown	Unknown	Unknown	Unknown
NEB.	650,000,000	All travelers*	70,000,000	All travelers	29,000	20,000	15,000,000 (Person-visits)	40,000,000*
NEV.	2,366,500,000* (Estimated)	All travelers	Unable to break out state tax receipts attributable to travel **	N/A	100,000***	100,000	28,000,000	Unknown

State	7. Total 1978 In-State Expenditures by Travelers	8. This if For:	9. 1978 State Tax Receipts Attributable to Travel	10. This is For:	11. Number of Jobs Generated by Traveler Spending During 1978 Directly	Indirectly	12A. Number of Out-of-State visitors in 1978	12B. Total Number of Travelers in Your State During 1978
NH	$ 528,000,000 (1977)	All travelers	$111,000,000 (1977)	All travelers	35,300 (1977)	10,000	5,000,000 (1977)	5,300,000 (1977)
NJ	Unknown	N/A	Unknown	N/A	Unknown	Unknown	Unknown	Unknown
NM	881,000,000 (1976)	All travelers	49,000,000* (1976)	All travelers	34,400 (1976)	Unknown	Unknown	6,700,000** (1977 NTS definition)
NY	6,100,000,000	All travelers	450,000,000	All travelers	200,000	162,000	Unknown	Unknown
NC	1,970,000,000	All travelers	587,000,000	All travelers	179,910 (Includes both direct and indirect jobs)		49,400,000	Unknown
ND	220,000,000	Out-of-state visitors	Unknown	N/A	17,500 (Estimated)	Unknown	2,800,000	3,500,000
OHIO	3,500,000,000 (Estimated)	All travelers	Unknown	N/A	120,321	Unknown	Unknown	Unknown
OKLA.	2,500,000,000 (Estimated)	All travelers	70,000,000 (Estimated)	All travelers	66,000 (Estimated)	Unknown	30,000,000	70,000,000
OREG.	982,854,000	Out-of-state visitors	8,700,000 (Gas tax)	Out-of-state visitors	62,000	Unknown	14,454,000	Unknown
PENN.	Unknown	N/A	Unknown	N/A	Unknown	Unknown	Unknown	Unknown
RI	275,000,000 (Estimated)	N/A	Unknown	N/A	Unknown	Unknown	Unknown	Unknown
SC	1,700,000,000	All travelers	129,300,000	All travelers	59,300	Unknown	17,200,000	40,500,000
SD	500,000,000 (Estimated)	Out-of-state visitors	18,300,000 (Estimated)	Out-of-state visitors	17,300	Unknown	Unknown	Unknown
TENN.	1,864,200,000	All travelers	507,000,000	All travelers	165,000	Unknown	48,000,000	92,000,000
TEXAS HWYS.	4,333,370,000 (Estimated)	Out-of-state visitors	186,334,910	Out-of-state visitors	200,000 (Estimated)	Unknown	25,753,000	Unknown
TEXAS TOUR.	(See Texas Department of Highways)	N/A	N/A	N/A	N/A	N/A	N/A	N/A
UTAH	350,000,000	All travelers	60,000,000+	All travelers	45,000 (Includes both direct and indirect jobs)		6,500,000	10,000,000
VT	420,000,000	Out-of-state visitors	23,000,000	Out-of-state visitors	20,000	Unknown	7,400,000	Unknown
VA	1,920,000,000	All travelers	85,026,000	All travelers	79,931	Unknown	Unknown	Unknown
WASH.	2,500,000,000	All travelers	120,500,000	All travelers	85,000	Unknown	Unknown	Unknown
WV	715,000,000	All travelers	46,200,000	All travelers	38,617	5,322	Unknown	Unknown
WISC.	4,981,455,318 (1977)	All travelers	144,584,670 (1977)	All travelers	Unknown	Unknown	Unknown	Unknown
WYO.	420,000,000 (Estimated)	Out-of-state visitors*	50,400,000 (Estimated)	Out-of-state visitors	18,000 (Estimated)	Unknown	12,000,000**	14,000,000-15,000,000
AMER. SAMOA	Unknown	N/A	Unknown	N/A	Unknown	Unknown	Unknown	18,000
GUAM	Unknown	N/A	Unknown	N/A	Unknown	Unknown	231,975	
NO. MARI.	27,413,100	All travelers	Unknown	N/A	Unknown	Unknown	Unknown	91,372
PUERTO RICO	482,000,000	Out-of-state visitors	Unknown	N/A	Unknown	Unknown	1,474,342	

RESEARCH (Continued)

State	13. Description of Continuing Travel Data Gathering Projects	14. Major Problem Facing Tourism Development in Your State	15. State Travel Development Policy Statement or Development Plan?	16. Additional Comments
ALA.	Began in 1973, the annual Alabama Travel Survey is conducted by Dr. James Adams and gives data on motor vehicle counts, visitor volume at welcome centers, etc.	The energy-shortage and a lack of funding by the state administration.	No	*Using the $1,730,000,000 figure, it is estimated that the annual wages of some 288,000 service workers could be supported by travel.
ALASKA	None	Inflation in the transportation and accommodation sectors of the industry and the constant escalation of printing and media space costs.	No	*This does not include visitors who came primarily for business purposes.
ARIZ.	The Office of Tourism participates in the U.S. Travel Data Center's National Travel Barometer program.	The major problem facing tourism development is the lack of a specific development plan based upon regional research to best determine: demand for facilities and type demand; funding sources for regional development; and the appropriate use of natural resources as it relates to future travel in our state.	Yes (Arizona Fulltime)	Continuing research on the Impact of Mexico Visitor Expenditures on the Arizona Economy is conducted by the University of Arizona for our office.
ARK.	Tourist Information Center (TIC) visitors are given mail-back postage-paid survey cards. Consultants are trained to obtain certain pieces of information from each visitor; monthly vehicle counts on highways, gross receipts from hotels and motels, etc.	School year extends into summer months which affects family vacations.	No	Our advertising conversion study of 20% of all our inquiries generated includes questions of those actually visiting the state, concerning their activities, accomodations, etc.
CALIF.	We will undertake such a program this Fiscal Year, to provide periodic industry indicators, including highway counts, park/attraction attendance, airport arrivals, etc.		No	
COLO.	We assemble visitation figures from state owned museums, national parks, monuments, recreation areas, etc.	Fear of an energy shortage. Colorodo tourism is already well developed but we need to do more in promoting the facilities we now have.	Yes	Because of modest budgets, much research has to be done in-house. We would like to expand in this area.
CONN.	We keep a count of visitor volume at our highway welcome centers, hourly and by category of questions responded.	The energy shortage.	Yes	
DEL.	We keep a monthly tabulation on motor vehicle counts, visitors to the Smyrna Welcome Center, traffic over the Delaware Memorial Bridge, attendance at state parks and major museums.	The Energy Shortage is the main problem. The recent June crisis cut attendance by overnight visitors by 30% to 50% in the Delaware Seashore area. Another problem is the need for new highway construction to meet the future demand of tourism in Southern Delaware.	Yes	Research is still needed on the less than 100 miles out-of-state visitor. His economic contribution is still an unknown factor as compared to our knowledge of the overnight visitor.
D.C.	We keep records of the following activities handled by our ons Visitor Information Center: in-person inquiries, telephone inquiries, and mail inquiries. Every 2 years we do a "sample" mailing to mail inquiries to redefine and update, as needed, our market areas.	The public's lack of understanding of tourism and its economic impact on local business, which in turn affects our success in obtaining additional funding from public sources.	Yes	A fall 1979 survey is scheduled utilizing Visitor Information Center mail responses.
FLA.	Travel research relates to number of visitors, origin, expenditures, length of stay, destination, mode of travel, partysize, tax receipts, and tourism employment. The results are published quarterly with an annual summary.	The energy shortage and the lack of energy information.	No	Research findings are shared with the industry.

RESEARCH (Continued)

State	13. Description of Continuing Travel Data Gathering Projects	14. Major Problem Facing Tourism Development in Your State	15. State Travel Development Policy Statement or Development Plan?	16. Additional Comments
GA	Welcome Center visits, Traffic counts at selected stations, Attraction attendance, Travel industry sales and receipts, and Tax revenues generated by travel.	The energy shortage	No	
HAWAII	Basic Data Surveys-Inflight passenger information forms distributed to incoming passengers from USA, Canada, and Japan. Visitor Opinion Surveys-Mail out questionnaires soliciting satisfaction information, socioeconomic profile and trip planning data of American and Japanese visitors. Visitor Expenditure Survey-Mail out diary log to determine amounts and patterns of visitor spending.	Reconciling need for additional employment and economic opportunity in Hawaii with local residents' desires and aspirations concerning lifestyle/quality of life in Hawaii. There are also problems related to air transportation to Hawaii (strikes, jet fuel supplies, etc.).	Yes	*State estimates that visitor industry generates about 20% of all jobs in Hawaii.
IDAHO	None	The energy shortage.	No	
ILL.	Department of Transportation provides us with motor vehicle counts on interstates. Guest registers and questionnaires are completed at Welcome Centers.	Development around lakes is faced with restrictive lease laws (short-term) which does not encourage private developers to make capital investments. There is also strong opposition from environmentalists, especially in state parks and conservation areas.	No	
IND.	Travel surveys are conducted during the summer at Welcoming Centers on major Indiana Interstate Highways.	Image problem and the lack of major attractions.	No	Travel surveys are done annually. Results are currently being formulated.
IOWA	We conduct interview surveys at Information Centers asking for origin, destination, party size, spending, etc. We survey selected events around the state to determine the economic impact of the event in the area.	Lack of understanding of the importance of the industry to the state's economy with the result that there is little overall support for division programs.	No	
KAN.	We conduct visitor surveys, using personal interviews and mail-back questionnaires, of individuals stopping at welcome centers.	The major problems facing tourism development include: limited funding at the state level, the liquor laws to a certain extent, and the image of Kansas held by out-of-staters.	No	
KY	Visitor registrations at Welcome Centers are compiled monthly.	The energy shortage and the high interest rates.	No	
LA	Travel data gathering projects include: Visitor volume counts at information centers, and Visitor surveys which collect information on point of origin, destination, length of stay in Louisiana and attractions preferences.	The energy shortage.	No	
MAINE	We collect data on visitor volume at Welcome Centers.	The energy shortage.	No	
MD	We conduct visitor counts at our information centers. We will standarize our information gathering efforts this year so that results will be comparable.	In some areas public opinion and an ignorance of the economic benefits of tourism in the counties.	Yes	*1976 U.S. Travel Data Center estimate.
MASS.	We collect data on number of visitor days, traveler expenditures, tax receipts attibutable to tourism, and travel generated employment. These data are collected and analyzed by county.	Energy and inflation.	No	
MICH.	We have implemented a travel activity and monitoring system which analyzes: visitors to attractions/tourist information centers/parks, sales and use tax receipts from travel related business sectors, data on vehicle traffic/boat and RV registrations, etc.	The major problem facing tourism development is the energy situation.	No*	*We are developing a State travel development plan.

RESEARCH (Continued)

State	13. Description of Continuing Travel Data Gathering Projects	14. Major Problem Facing Tourism Development in Your State	15. State Travel Development Policy Statement or Development Plan?	16. Additional Comments
MINN.	We conduct a quarterly survey of tourism business that deals with areas such as occupancy sales, facility expansion, and general business outlook.	The major problems facing tourism development include: the energy shortage, the development of travel to Minnesota by air, bus, and rail, the development of Minnesota as a year round vacation destination and the improvement of fall and winter business.	No*	*We are currently preparing a Tourism Policy Plan for Minnesota to be completed by January, 1980.
MISS.	Manual counts and registration of visitors at Information Centers. Various reporting points for visitor count and survey.	The major problems facing tourism development include: economic problems such as inflation and employment, energy availability information, and government intervention.	No	*In cooperation through advertising. Computer program will be implemented this year to process inquiries and for follow-up surveys to help measure travel activity.
MO	We survey each travel party that visits our welcome centers. This is done on forms which can be read by computer and printouts are generated monthly.	Dispelling fear of the gasoline shortage. There is no crisis apparent.	Yes	
MONT.	We do summer season telephone survey of state and national parks and attractions.	Apparent changing travel patterns because of gasoline availability and price.	No	
NEB.	Monthly, highway traffic counts are obtained. Annually, the number of persons contacted by information personnel at highway rest areas is tallied, as are attendance figures from Nebraska attractions. Biennially, surveys are made of nonresident travelers, resident travelers, and nonresidents making mailed requests for travel information. Biweekly data are also currently being gathered on occupancy rates at selected hotels and motels and attendance at selected attractions.	The decreasing supply and increasing cost of gasoline. Concerns over gasoline availability have led many travelers to curtail long distance trips.	Yes	*This includes nonresident visitors plus person-trips by Nebraskans traveling 100 miles or more from home. Research has two essential purposes: 1) to provide base data for establishing travel and tourism programs and 2) to evaluate those programs once they have been implemented.
NEV.	The Agency collects data from the following: traffic counts from highway department; other figures at local level received from convention authorities and Chambers of Commerce. Las Vegas Convention Center published complete reports showing tourists revenues, airport statistics, room and entertainment tax revenues; Reno/Sparks Chamber of Commerce also collects such data.	The energy shortage.	Yes	*Based on Las Vegas Visitor Profile; University of Nevada, Reno (UNR) Study, "Exploring Development and Segmentation of the Reno/Tahoe Tourism Market," 1978. 20,000,000 state tourists. Reno tourists spend an average $89/day, gaming and non-gaming, (UNR Report). $144/day-Las Vegas tourist (based on 57% of $1,670,000,000 total 1978 gaming revenue; State Gaming Report). **1978 total state sales tax receipts: $10,674,329,438. ***It is generally estimated that 50-65% of all employment in the state is tourist related.
NH	Motor vehicle counts conducted by Public Works and Highways. Visitor volume counted at White Mountain Visitors Center in Lincoln/North Woodstock, New Hampshire only. Visitor origin reported by chamber of commerce visitor information booths.	The Lack of mass transportation forces us to rely entirely on private auto travel or interconnections through other states. This could be an even greater concern if there is gas rationing or continued shortages, nationwide.	No	
NJ	We monitor traffic counts on New Jersey highways, the New Jersey Turnpike, the Atlantic City Expressway; sales tax receipts at hotels and restaurants; casinos receipts; and attendance at amusements and state parks.	The major problems facing tourism development include: the energy shortage, mass transportation (especially to shore resorts), and air access to Atlantic City.	No	The Division is mandated to prepare a Tourism Master Plan for the state by February, 1980.

RESEARCH (Continued)

State	13. Description of Continuing Travel Data Gathering Projects	14. Major Problem Facing Tourism Development in Your State	15. State Travel Development Policy Statement or Development Plan?	16. Additional Comments
NM	Counts are made of traffic on selected highways; out-of-state passenger cars; visitors to national and state parks and monuments; selected private attractions, Welcome Centers; employment in travel-related industries; deplaning, detraining passengers; lodgers' tax, and other travel-related tax receipts.	Lack of coordination and communication between and among industry groups and planning entities.	Yes	*We depend solely on what information is provided by the U.S. Travel Data Center. **We depend solely on what the Bureau of the Census reports in the National Travel Survey. The 1977 National Travel Survey summary, reported by the U.S. Travel Service showed 6.7 million persons and 11.7 persons trips to and through New Mexico. No more recent information is available.
NY	We monitor periodic resort surveys; traffic counts; park, campgrounds and attraction attendance; conversion studies; household surveys and monthly hotel/motel occupancy.	The gasoline situation and seasonality.	Yes	The department contracts for annual advertising effectiveness and economic impact studies with consulting firms.
NC	None	The major problem facing tourism development are the economy and the energy shortage.	Yes	
ND	Travel data gathering projects include motor vehicle counts on interstate and selected tourist routes, attraction surveys, and counts of border crossings.	Certainly, the gasoline crisis and its long term effect. Also, seasonality of conventional tourism.	No	The Old West Regional Commission is currently conducting a non-resident travel and recreation survey for the 5 states of the region: North Dakota, South Dakota, Montana, Nebraska, and Wyoming.
OHIO	None	The lack of promotional funds.	No	
OKLA.	Random sample questionnaire of visitors to information centers (now being developed)	The energy shortage and cost of fuel.	No	*For Fiscal Year 1979.
OREG.	We keep visitor counts at Welcome Centers, plus conduct informal telephone surveys at selected attractions throughout the year. We also participate in the U.S. Travel Data Center's National Travel Barometer.	The major problem facing tourism development is the energy shortage.	No	
PENN.	State Welcome Centers record daily visitor volume and services provided to determine staffing requirements, materials requirement and optimum hours of operation, as well as to develop origin/destination information for visitors to Pennsylvania.	Total dependence on legislative appropriation for travel promotion funding as opposed to self-reliance through dedicated tax. Also, legislative ignorance of industry's economic impact, even in light of significant funding increase appropriated for Fiscal Year 1979-1980.	No**	*There is a new effort to develop in-house research capabilities, as well as a research program with Indiana University of Pennsylvania and the Pennsylvania State University. **Efforts are under way to develop a state tourism policy.
RI	None	The energy shortage.	No	
SC	We have vehicle counters and visitor registers at Welcome Centers - conduct surveys periodically at Welcome Centers and also use survey cards sent to those who have written for information.	The energy shortage.	No	
SD	Our data gathering projects include: motor vehicle counts, visitor volume at welcome centers, periodic visitor surveys, plus some attitudinal studies.	The energy shortage. South Dakota is far from population centers, and is dependent on long-haul, auto traffic.	No	*This is South Dakota's share of a $300,000 study mainly paid by the Regional Commission.
TENN.	Each Welcome Center maintains a Guest Register.	The gas scare has been a major problem trying to inform our out-of-state markets that Tennessee has plenty of gas on the interstates.	No	
TEXAS HWYS.	We conduct questionnaire surveys of out-of-state auto visitors. During 1978, 27,052 questionnaires were returned and data collected was projected to total auto traffic. Airline data derived from computer access to the CAB's ten percent sample of all tickets sold on all U.S. interstate air carriers. Mexican and other foreign visitor data based on statistics obtained from the U.S. Immigration and Naturalization Service. Data on bus and train passengers obtained from the individual carriers.	The energy shortage.	No	

RESEARCH (Continued)

State	13. Description of Continuing Travel Data Gathering Projects	14. Major Problem Facing Tourism Development in Your State	15. State Travel Development Policy Statement or Development Plan?	16. Additional Comments
TEXAS TOUR.	(See Texas Department of Highways)	The energy shortage.	No	
UTAH	Tourist information is gathered by our university research survey, questionnaires to our visitors information bureaus, travel industry feedback and in-coming communication.	Rising fuel prices is a major concern as highway travel is decreased as distance and length of stays are shortened. In-state awareness of our many national parks, recreation areas, resorts; thus, providing in-state vacationing alternatives.	Yes	
VT	Monthly survey of motels, ski areas, campgrounds, attractions, and travelers; regular monitoring of other collectors for traveler registrations, border crossings, traffic counts, gasoline sales, liquor sales, employment, state park use, meals/rooms taxes, and recreational taxes.	Energy shortage and perception that visitors would not be able to travel freely, which does not currently relate to reality in Vermont. Many also question the value of tourism, hence government support is seen as low by many.	No	
VA	We conduct travel data projects to obtain: visitor volume at Welcome Centers, business receipts, and several others. We also monitor periodic visitor surveys.	None	Yes	
WASH.	None	The major problems facing tourism development are the energy problem and conservation.	No	
WV	These are compiled through our contract with West Virginia University.	Main problem is industry organization-recognition.	Currently being developed	
WISC.	Number of contacts at seven tourist information centers, mail volume and telephone contacts.	The energy shortage and an increase in advertising revenues, including increase in printed literature.	Yes	
WYO.	Travel data gathering projects include: visitor center counts at State Information Centers at Cheyenne, Jackson and Sheridan as well as gate counts at Yellowstone National Park, Grand Teton National Park, Ft. Laramie National Historic Site, Devils Tower National Monument, Fossil Butte National and Flaming Gorge and Bighorn Canyon National Recreation Areas.	The major problems facing tourism development are the gas shortages and the lack of air service. We have traditionally relied on long distance car/rv/ camper traffic. We are now encouraging destination tourism, fly-ins, Amtrak/bus, dude-ranch week-long stays, conventions, film production, and package tours.	No	*Tourism expenditures include: gasoline, restaurant, amusement plus entrance fee and lodging. **6,500,000 of these visitors had Wyoming vacation destinations.
AMER. SAMOA			No	
GUAM	We conduct a visitors survey each month. A form is given to each passenger on airlines and ships to be filled out. Each one is then fed into a computer and the results are given to us at the end of each month.	As of now we have insufficient airline service between Japan and Guam and will be in need of more hotels once more airline service is provided.	No	
NO. MARI.	We are currently designing one.*	The insufficient airline seats between Saipan and Japan which is our major market. This was recently compounded by energy shortage.	Yes	*Since we are still in our formative stage, we are soliciting various questionnaires from other agencies for comparison and possible use.
PUERTO RICO	Two major surveys are conducted on an on-going basis: Airport survey and opinion survey of hotel visitors.	The energy shortage which affects several economic sectors.	No	We are in the process of preparing a Tourism Master Plan.

WELCOME CENTERS

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-Round	3. Construction Cost of Newest Permanent Welcome Center and Year Completed	4. Hours These Centers are Open	5. Average Number of Employees Per Welcome Center	6. Do Federal Funds Help Pay Center Employees?	7. Do the Centers Display Brochures from Commercial Establishments?
ALA.	5 permanent 3 mobile	8	$ 200,000 1977 (Approximately)	Varies with season 8:00 a.m. - 5:00 p.m. (travel season)	5 Full-time 2 Part-time	No	Yes
ALASKA	1 permanent	1	Unknown 1971 (Approximately)	8:00 a.m. - 11:00 p.m. seven days per week	1 Full-time Permanent 4 Full-time Temporary	No	Yes
ARIZ.	None	N/A	N/A	N/A	N/A	N/A	N/A
ARK.	9 permanent	9	382,085 1978	7:00 a.m. - 7:00 p.m. daily-summer 8:00 a.m. - 5:00 p.m. remainder of year	4 Full-time 1 Part-time	No	Yes
CALIF.	None	N/A	N/A	N/A	N/A	N/A	N/A
COLO.	20 permanent*	5	Unknown	9:00 a.m. - 5:00 p.m.	1 Full-time 3 Part-time	No	Varies with the Visitor Center
CONN.	12 permanent	7	2,500,000 1977	9:00 a.m. - 7:00 p.m.	2 Full-time	No	Yes
DEL.	4 permanent	4	No Costs are available. The one state operated center is on a voluntary basis with no cost for loan of trailer.	Bridge Center open 24 hours in summer, 8 hours in winter. Others open: 8:00 a.m. - 4:30 p.m.	Unknown	No	Yes
D.C.	1 permanent	1	Unknown	9:00 a.m. - 5:00 p.m.	2 Full-time	No	Yes
FLA.	7 permanent	7	300,000 1978	8:00 a.m. - 5:00 p.m.	8 Full-time	No	Yes
GA	10 permanent	10	150,000 1977	8:30 a.m. - 5:30 p.m.	6 Full-time	No	Yes
HAWAII	None	N/A	N/A	N/A	N/A	N/A	N/A
IDAHO	None	N/A	N/A	N/A	N/A	N/A	N/A
ILL.	3 permanent*	None	Unknown	8:30 a.m. - 5:00 p.m.	3 Full-time	No	Yes
IND.	13 temporary* 3 mobile	None	749,380 1977	8:00 a.m. - 7:00 p.m. (Thursday-Monday) 8:00 a.m. - 5:00 p.m. (Tuesday - Wednesday) summer only	2 Full-time	No	Yes
IOWA	7 permanent	None	65,000 1979	8:00 a.m. - 7:00 p.m. May 15 - September 15 seven days per week	2 Part-time	No	Yes
KAN.	2 permanent 1 mobile	None	90,000 1980	7:00 a.m. - 7:00 p.m.	4 Full-time	No	Yes
KY	9 permanent	9	Unknown 1978	8:00 a.m. - 4:30 p.m.	3 Full-time 2 Part-time	No	Yes
LA	12 permanent	12	188,600 1978	8:00 a.m. - 5:00 p.m.	5 Full-time 1 Part-time	No	Yes
MAINE	5 permanent 1 mobile	1	Unknown 1972	Varies with Center*	1 Full-time 3 Part-time	No	Yes
MD	6 permanent	6	50,000 1978	8:00 a.m. - 6:00 p.m. summer 9:00 a.m. - 5:00 p.m. winter	4 Full-time	No	Yes
MASS.	4 permanent	4	Unknown 1975	8:00 a.m. - 6:00 p.m. seven days per week	3 Full-time	No	Yes
MICH.	12 permanent*	10	Unknown 1978	June 15 - September 15 8:00 a.m. - 8:00 p.m. September 15 - June 15 9:00 a.m. - 5:00 p.m. Open seven days per week year round.	4 Full-time 6 Part-time	No	Yes

WELCOME CENTERS (Continued)

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-Round	3. Construction Cost of Newest Permanent Welcome Center and Year Completed	4. Hours These Centers are Open	5. Average Number of Employees Per Welcome Center	6. Do Federal Funds Help Pay Center Employees?	7. Do the Centers Display Brochures from Commercial Establishments?
MINN.	5 permanent	5	$ 500,000 1974	7:00 a.m. - 10:00 p.m. Memorial Day - Labor Day (daily) 8:00 a.m. - 8:00 p.m. September (daily) 9:00 a.m. - 5:00 p.m. October to Memorial Day (daily)	2 Full-time 3 Part-time	No	No
MISS.	6 permanent 3 mobile	7	2,000,000 1976	8:00 a.m. - 6:00 p.m. summer 8:00 a.m. - 6:00 p.m. winter	6 Full-time 4 Part-time	Yes	Yes
MO	3 permanent	3	$ 140,000 (Building only) 1978	9:00 a.m. - 7:00 p.m. summer months 9:00 a.m. - 5:00 p.m. winter months (closed on Sunday in winter)	3 Full-time 3 Part-time	No	Yes
MONT.	None	N/A	N/A	N/A	N/A	N/A	N/A
NEB.	25 permanent	1	790,000 (For entire rest area including information center) 1979	May 30 - August 10 19 areas (daily) 8:00 a.m. - 5:00 p.m. 5 areas (Tuesday-Saturday) 8:00 a.m. - 4:00 p.m. 1 area (daily) 9:00 a.m. - 5:00 p.m. August 11 - May 29 Year-round facility open 8:00 a.m. - 4:00 p.m. (Tuesday - Saturday)	2 Full-time	No	Yes
NEV.	1 permanent	1	Unknown*	9:00 a.m. - 5:00 p.m. or 6:00 p.m. (depending on season)	1 Full-time 1 Part-time	No	Yes
NH	16 permanent	12	275,000 1979	Varies with area and traffic.	2 Full-time (2 shifts)	No	Yes (with restrictions)
NJ	5 permanent 1 mobile	5	500,000 (Estimated) 1976	9:00 a.m. - 7:00 p.m. summer 9:00 a.m. - 5:00 p.m. winter	2 Full-time 1 Part-time	Yes	Yes
NM	4 permanent	4	145,000 1979	Varies -- Normally 8:00 a.m. - 4:00 p.m.	3 Full-time 1 Part-time	Yes (One CETA employee)	Yes (As space and supply available)
NY	91 permanent*	38	Unknown	Varies with area and traffic	3 Full-time (median)	Yes (CETA)	Yes
NC	5 permanent	5	125,000 1974	8:15 a.m. - 5:15 p.m.	4 Full-time 3 Part-time	No	Yes
ND	5 permanent 1 mobile	None	Unknown	9:00 a.m. - 6:00 p.m.	1 Full-time 1 Part-time	Yes	Yes
OHIO	2 permanent 12 mobile	5	15,000 1976	8:00 a.m. - 6:00 p.m.	3 Full-time	No	Yes
OKLA.	9 permanent	9	55,000 1970	7:00 a.m. - 7:00 p.m. May - September 8:30 a.m. - 5:00 p.m. October - April	5 Full-time 3 Part-time	No	Yes
OREG.	6 permanent	None	50,000 1972	9:00 a.m. - 5:00 p.m. (some have longer hours)	3 Full-time	No	Yes
PENN.	9 permanent	9	1,098,640 1975	8:00 a.m. - 7:00 p.m. May - October 8:00 a.m. - 6:00 p.m. October - May Seven days per week	5 Full-time	No	Yes
RI	1 permanent 1 mobile	1	Unknown 1973	8:30 a.m. - 7:30 p.m. summer 8:30 a.m. - 4:30 p.m. remainder of year	1 Full-time 4 Part-time	No	No
SC	9 permanent	9	300,000 (Estimated) 1978	8:30 a.m. - 6:00 p.m. Seven days per week except during winter season.*	4 Full-time	No	Yes

WELCOME CENTERS (Continued)

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-Round	3. Construction Cost of Newest Permanent Welcome Center and Year Completed	4. Hours These Centers Are Open	5. Average Number of Employees Per Welcome Center	6. Do Federal Funds Help Pay Center Employees?	7. Do the Centers Display Brochures from Commercial Establishments?
SD	12 permanent	None	$1,200,000 1979	8:00 a.m. - 9:00 p.m.*	5 Full-time	No	Yes
TENN.	8 permanent	8	1,300,000 1977	Seven days per week 24 hours a day	8 Full-time	Yes	Yes
TEXAS HWYS.	11 permanent	11	93,000 1969	8:00 a.m. - 5:00 p.m. daily	4.4 Full-time 1-2 Part-time (Summer seasonal)	No	Yes
TEXAS TOUR.	(See Texas Department of Highways)	N/A	N/A	N/A	N/A	N/A	N/A
UTAH	5 Welcome Centers 18 Rest Areas	23	430,000 1979	8:00 a.m. - 9:00 p.m.	3 Full-time 1 Part-time	No	No
VT	2 permanent	2	65,000 1970	9:00 a.m. - 5:00 p.m. Longer summer hours	3 Full-time 2 Part-time	No	Yes
VA	8 permanent	8	118,800 1972	8:15 a.m. - 5:00 p.m.	4 Full-time 1 Part-time	No	Yes
WASH.	9 mobile	1		9:00 a.m. - 7:00 p.m.	3 Part-time	No	Yes
WV	6 permanent 3 mobile	6	2,000,000 1977	8:00 a.m. - 8:00 p.m. July - August 8:30 a.m. - 5:00 p.m. remainder of year	3 Full-time 2 Part-time (Summer)	Yes (Part-time employees CETA funding)	Yes (Limited to West Virginia establishments)
WISC.	7 permanent	2	800,000 1977	8:30 a.m. - 5:00 p.m.	3 Full-time	No	Yes
WYO.	3 permanent*	3	600,000 1976	7:00 a.m. - 8:00 p.m. Memorial Day - Labor Day 8:00 a.m. - 5:00 p.m. remainder of year	2 Full-time 1 Part-time	No	No
AMER. SAMOA	3 permanent	3	Unknown 1978	7:30 a.m. - 5:00 p.m.	1 Full-time 1 Part-time	No	Yes
GUAM	None	N/A	N/A	N/A	N/A	N/A	N/A
NO. MARI.	None	N/A	N/A	N/A	N/A	N/A	N/A
PUERTO RICO	10 permanent	10	15,000 1975	9:00 a.m. - 10:00 p.m. seven days per week	2 Full-time*	Yes	No

WELCOME CENTERS (Continued)

State	8. Total Visitor Volume at All State Welcome Centers in 1978	9. Additional Comments
ALA.	410,011 (Approximately)	Plans for additional Welcome Centers are now being made.
ALASKA	Unknown	
ARIZ.	N/A	
ARK.	747,193	Tourist Information Centers are built, owned, and maintained by the Arkansas Highway Department. Tourism Division provides staff and operates the tourist information and welcoming functions.
CALIF.	N/A	
COLO.	Unknown	* None of these are operated by the state. They are operated by Chamber of Commerce. Colorado has been lax in not building visitor information centers. They are important to the industry by increasing the length of stay and expenditures per party.
CONN.	165,000 (Approximately)	We have improved the appearance by adding new display equipment. We are one of six states in U.S. participating in Vending Machines in six of our Centers. Proceeds go to Board of Education for the Blind.
DEL.	Unknown	The four Welcome Centers are: Milford - operated by the Chamber of Commerce; Dover - operated by the Division of Historical and Cultural Affairs; Smyrna - operated by the Delaware State Travel Service; and Delaware Memorial Bridge - operated by the Delaware River and Bay Authority.
D.C.	166,480*	* This figure reflects only the Visitors Information Center located in the second floor office of Washington Convention and Visitors Association.
FLA.	3,500,000	
GA.	6,100,000	
HAWAII	N/A	
IDAHO	N/A	
ILL.	403,200**	* Project five more centers open during 1980. ** This reflects the number of visitors at the two centers which were staffed for four months. We provide travel counselor familiarization tours each season to train counselors.
IND.	460,000	* Tourism summer interns staff selected rest areas on the interstate systems.
IOWA	169,497	
KAN.	120,000	
KY	6,600,000	
LA	2,222,389	
MAINE	573,071	*Information Center hours: Augusta -- 10:00 a.m. -- 8:00 p.m. daily (summer); Bangour -- 9:00 a.m. -- 6:00 p.m. daily (mid-June to Labor Day), 9:00 a.m. -- 5:00 p.m. Monday-Friday (Labor Day to mid-October); Bethel -- 9:00 a.m. -- 5:00 p.m. daily (summer); Calais -- 9:00 a.m. -- 6:00 p.m. daily (summer); Fryeburg -- 9:00 a.m. -- 6:00 p.m. daily (mid-June to October 1); Kittery -- 8:00 a.m. -- 9:00 p.m. daily (mid-June to Labor Day), 9:00 a.m. -- 5:00 p.m. daily (rest of year).
MD	416,919	Two Welcome Centers opened in late 1978.
MASS.	525,000	
MICH.	1,700,000 (Approximately)	*Two of these Welcome Centers are unstaffed.
MINN.	875,000	
MISS.	1,300,000	One new permanent center will open around January, 1980.
MO.	176,599	
MONT.	N/A	
NEB.	417,998	During FY 79-80, erecting the Traveler Information Display System at each rest area - year-round informational displays on travel attractions, Nebraska's heritage, and travel-related services. Total cost: $255,000.
NEV.	500,000 (Approximately)	*Travel built on state owned land. The state provides water, rest room facilities and landscaping. Nevada's only rest stop is at Jean, south of Las Vegas on U.S. 15.
NH	Unknown (But constantly increasing)	Office of Vacation Travel is responsible for literature at welcome centers. All but one is maintained by New Hampshire Department of Public Works and Highways. The one exception is a visitors center built by Federal funds, under our general jurisdiction but leased to White Mountains Attractions Association.

WELCOME CENTERS (Continued)

State	8. Total Visitor Volume at All State Welcome Centers in 1978	9. Additional Comments
NJ	Unknown	5 - Division of Travel and Tourism 25 - Department of Environmental Protection 17 - Private - Local Government/with state information
NM	274,404	
NY	Unknown	*There are currently no State operated Centers in New York State. The preceding data are based upon a survey of locally operated Information Centers in New York, conducted in the Spring of 1978.
NC	2,000,000+	Three welcome centers are scheduled to be built during the 1979-1981 biennium.
ND	130,000	Visitor volume does not include visitation figures from nine Welcome Centers operated by local Chambers of Commerce. We have one new welcome center just completed which will be operational by mid-July.
OHIO	350,000	
OKLA.	844,083	Information provided herein pertains only to state operated "Welcome Centers." Several Chambers of Commerce throughout the State of Oklahoma operate Tourism Information Centers. Data are not available from these centers.
OREG.	220,711	One of the six centers is now operated under contract to a Chamber of Commerce. The others are operated by state personnel.
PENN.	500,781	
RI	Unknown	
SC	2,223,636	*The number of hours per day may be shortened during the winter months.
SD	323,808**	*Welcome Centers are open from May 20 through October 1. **This does not include parties, car counts or total traffic at the rest areas. Actual count reflects the actual number of persons served by information staffs in the Welcome Centers.
TENN.	1,514,682	
TEXAS HWYS.	2,117,277	As far as we can determine, the state tourist bureaus established by the (then) Texas Highway Department in the summer of 1936 were the nation's first permanent highway Welcome Centers/tourist bureaus. Except for a brief suspension during World War II, the Texas bureaus have continued in operation and growth for more than 40 years, and have served as models for the development of similar facilities in many other states.
TEXAS TOUR.	N/A	
UTAH	515,000	
VT	485,000	
VA	762,952 (Visitors)	
WASH.	Unknown	There isn't any way to record the number of people who use this type of facility.
WV	2,083,067	
WISC.	286,147	
WYO.	300,000	*Of the three centers owned by the State, the one in Cheyenne is operated by state employees, the ones in Jackson and Sheridan are operated by Chamber of Commerce. Other centers are operated by Chambers of Commerce.
AMER. SAMOA		
GUAM	N/A	
NO. MARI.	N/A	
PUERTO RICO	Unknown	*Two Welcome Centers have seven employees each. The other eight Welcome Centers have one employee each.

INDEX

A

	Page
Administration, general	9
Advertising	19
Advertising agency, name and years retained	19
Advertising budget, 1978-79 breakdown	33
Advertising budget, 1979-80 breakdown	40
Advertising budget, 1978-79, percent directed in-state	33
Advertising budget, 1979-80, percent directed in-state	40
Advertising effectiveness, evaluation of	24
Advertising program, groups cooperating in	19
Advertising program, individual responsible for	19
Agency, state travel office part of	14
Art, design and layout staff	19

B

Brochures, displayed in welcome centers	87
Brochures, paid advertising in state	66
Budget	29
Budget, advertising, 1978-79 breakdown	33
Budget, advertising, 1979-80 breakdown	40
Budget, foreign advertising, 1979-80 breakdown	47
Budget, foreign press and public relations, 1979-80 breakdown	50
Budget, foreign promotion, 1979-80 breakdown	50
Budget, promotion, 1979-80 breakdown	47
Budget, total, 1978-79 breakdown	33
Budget, total, 1979-80 breakdown	40
Budget, total, 1978-79 total and rank	29
Budget, total, 1979-80 total and rank	29
Budget, source of funds	29

C

Chief assistant to the state travel director	14
Chief assistant, service as assistant	14
Chief assistant, under Civil Service	14
Circulation, state newsletter	63

	Page
Circulation, travel-related publications	66
Civil service, chief assistant to state travel director under	14
Civil service, staff under	14
Civil service, state travel director under	9
Comments, advertising	27
Comments, budget	50
Comments, general administration	14
Comments, general promotion	59
Comments, press and public relations	66
Comments, research	81
Comments, welcome centers	90
Conference, state travel	55
Construction, welcome centers	87
D	
Development policy or plan, state travel	81
Director, state travel	9
E	
Employees, total in state travel office	9
Employees, welcome centers	87
Employment, jobs generated by traveler spending, 1978	79
Evaluation of advertising effectiveness	24
Expenditures by travelers, 1978	79
F	
Fiscal year, date begins	29
Foreign advertising budget, 1979-80 breakdown	47
Foreign press and public relations budget, 1979-80 breakdown	50
Foreign promotion budget, 1979-80 breakdown	50
Funding, welcome centers	87
Funds, matching program	24
Funds, source of budget	29
G	
General administration	9
General promotion	55
Groups cooperating in advertising program	19

Page

H

Highway welcome centers (See Welcome centers) 87

I

Information centers, foreign cities located in 55
Information centers, U.S. cities located in 55
Inquiries, encouraged 24
Inquiries, number of, 1978 24
Inquiries, surveyed 24
Investment, travel-related staff 55

J

Jobs generated by traveler expenditures, 1978 79

M

Matching formula 24
Matching funds, program 24

N

Newsletter, state 63

O

Out-of-state publicity 63
Out-of-state visitors, 1978 79

P

Paid advertising, state brochures 66
Press and public relations 63
Press or travel writers tours, 1978 63
Press or travel writers tours, 1979 63
Problems facing tourism development 81
Promotion budget, 1979-80 breakdown 47
Promotion, general 55
Public relations officer, name and organization 63
Publications, travel-related 66
Publicity directed out-of-state 63

Page

R

Research (See Travel research) 75

S

Service, chief assistant to state travel director 14
Service as director, state travel director 9
Service in agency, state travel director 9
Staff, art, design and layout 19
Staff breakdown and size, state travel office 9
Staff, under Civil Service 14
Standard inquiry fullfillment package 24
State agency, travel development 9
State travel conference 55
State travel development policy or plan 81
State travel director 9
State travel director, service as director 9
State travel director, service with agency 9
State travel director, under Civil Service 9
State travel office 9

T

Tax rates, commercial lodging 29
Tax receipts attributable to travel, 1978 79
Toll-free telephone number, inquiries 59
Tourism development, problems facing 81
Tours, press or travel writers, 1978 63
Tours, press or travel writers, 1979 63
Travel data gathering projects 81
Travel promotion theme or slogan 55
Travel-related investment, staff 55
Travel-related publications 66
Travel research, other agency responsible for 75
Travel research, private organization conducted and cost 75
Travel research, travel office staff responsible for 75
Travel research, university conducted and cost 75
Travel shows, number participating in 47
Travel writers tours, 1978 63
Travel writers tours, 1979 63
Travel expenditures, 1978 79
Travelers, total number, 1978 79

Page

V

Visitors, out-of-state, 1978 79
Visitors, total at welcome centers, 1978 90

W

Welcome centers 87
Welcome centers, average number of employees 87
Welcome centers, display of brochures 87
Welcome centers, federal funding 87
Welcome centers, hours operated 87
Welcome centers, number operated year-round 87
Welcome centers, total number 87